

REGISTERED TRADE MARK

PRINTERS'

Registered U. S. Patent Office

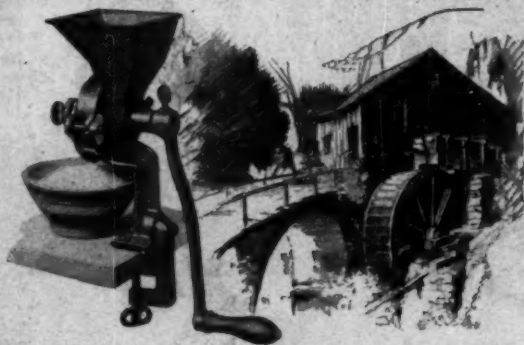
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CVII, No. 3

NEW YORK, APRIL 17, 1919

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THE big wheels of most of our old water power mills are still. Birds have built nests in the moss edged paddles. The rough burr stones lie cracked and neglected—picturesque relics of days gone by.

Yet, today, any home can have the same kind of flour that those old mills used to make for our great-grandfathers. The Arcade Home Flour Mill grinds grain in the good old fashioned way. It passes between rough plates which take the place of the old burr stones.

When the Arcade Mfg. Co., of Freeport, Ill., decided to tell the homes of the Nation about this Mill they also decided that Advertising Headquarters should do the telling. So the story is being told, interestingly and successfully.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



NEW YORK'S BIG DAY

The day the boys of the 27th Division marched up Fifth Avenue was a record day in more ways than one.

Interborough Subway and Elevated Lines Carried 2,900,000 Passengers

The largest day's traffic of any single transportation system in the world.

Consider what it would mean to have your car card and poster constantly before the eyes of New York City's vast population, the most prosperous buying public in the world.

Interborough Subway and Elevated Car Cards and Posters *dominate* the world's greatest market.

Write for Booklet

ARTEMAS WARD
TRADING AS WARD & GOW

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NEW YORK CITY

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVII

NEW YORK, APRIL 17, 1919

No. 3

How Plant Relations Influence the Sales and Advertising End of Business

Increased Morale and Production Means Better Market for Domestic Goods

By Roy Dickinson

THE man who made "Sunlight" mean soap wherever English is spoken, is a merchant who has studied markets and won a big place in the face of hard competition. Lord Leverholme is therefore a keen student to-day of the subject of industrial relations and he looks at the question from the sales viewpoint.

Addressing a group of manufacturers recently, he said "Ninety per cent of your customers are the workers in your own country." Think his statement over—it sounds obvious but it has a lot of meat. The mental attitude and purchasing power of a salesman's customers have a very direct bearing on sales volume.

Let's bring the question a step nearer home. A recent bulletin of the Department of Labor says, "We are not making goods to sell to Mars, but to people right here in the United States—*working people*, most of them—and these people can not buy anything if they are not working, and not much if they are poorly paid. The workmen are the real consumers and in that way furnish the real orders."

At the recent meeting of the steel men with the Industrial Board of the Department of Commerce the fact was brought out that wages in this industry are not likely to drop. The same is true in many other industries. How, then, to increase production

without a cut in wages, and consequently in standards of living, is the great question before the manufacturers of America. Without increased production higher wages are economically unsound; high wages and prosperity can go hand in hand if production increases. In each industrial plant there appears therefore to be a new "market"—the good will, loyalty and happiness of the personnel, without which prosperity for the plant and the community is impossible, and which can be won with a good commodity properly presented just as any other market is won. The "market" is merely a cross section of the national market, under the very eyes of the executive, and no market to-day is more worthy of his personal attention.

"The whole question of industrial relations is almost entirely a sales and advertising proposition," says a man who is prominently identified with organized labor in this country. "Every manufacturer who is progressing to-day realizes that the men in his shop are human beings actuated by the same motives responding to the same appeal as the rest of the public, not mere instruments of production.

"If the executives of business will give the same amount of attention to the industrial relations in their own plant as they do in

planning new sales campaigns for their products, we will get down to brass tacks. And industrial relations mean selling the men on what the ideals of the factory are, in operation, what the plant will do for the individual workman's development."

Any sales campaign presupposes goods to sell, goods which will stand up in a competitive market. With the goods manufactured, the idea to be put in operation decided upon, a comprehensive sales and advertising plan evolved, the result is much more satisfactory than mere denunciation of Bolshevism, Socialism and Radicalism.

THE PLAN OF JOHN N. WILLYS

John N. Willys for example is a man who is used to marketing goods. He has spent very little time denouncing Bolshevism, but he has been for a good many years manufacturing a better product than this substitute in his plant, known as a square deal, and a realization that the men in the factory are partners in the industry. This year the product was again improved, and a straight split in profits between the men and the capital invested was decided upon.

Wages and the normal profit to capital invested, come out first, and after that a fifty-fifty split, to use Mr. Willys' own phrase. The wage scales at the company's plants are not to be affected by this new arrangement. In applying the new idea, in selling the new product, the plan was not put up as a scheme sent down from above. It was sold as any other article of merchandise, first to the sales force—and in a big industrial establishment the foremen occupy very much that position.

Many of the big strikes, many a serious industrial situation has started from some grievance between the men and their petty bosses. A kick against capital is often due to a grievance, real or fancied, against the foreman immediately over the man who is dissatisfied.

In presenting the plan, a meet-

ing of all the foremen was held in the auditorium, and "the goods" first put up to them for inspection. Mr. Willys is a good merchandise man—here is part of his talk to the foremen: "It furnishes me great pleasure in meeting the men who have been so large a factor in helping to bring about the success we have obtained. I get great satisfaction in the fact that I have never allowed myself to forget the thousands who have worked loyally for me, and the thousands who have shown their confidence in our organization by investing their savings in our properties. We have heard a great deal of late concerning a world democracy, making the whole world a fit place to live in. In this of course we all believe, but I believe this must be much more than a political democracy—that we have reached the place where there must be worked out a different plan from the one now existing between capital and labor, and a more equitable distribution of the profit of their combined efforts. I believe I appreciate the feeling of labor that it wants nothing as a sop, or as a matter of expediency, but that labor wants simply its just share in what it helped to create."

At the head of the Willys-Overland Company there is evidently a man who is giving as much attention to the new market right at home as he is to the ones farther away, and by that token markets sometimes easier to see because they seem to have the lure which distance lends.

HOUSE-ORGANS THAT DRAW OUT THE WORKERS' VIEWS

It is well to realize that such apparently intangible ideas as representation in industry and self-expression are more important than hours and wages, or a bonus when the employee gets the idea that a bonus is sometimes used to camouflage the things he really wants. A very simple case of self-expression in industry is the workers' house-organ. The really successful



Can the statue of Christ
be raised on the bound-
ary lines of the world?

On Trial—CHRISTIANITY

To fight for World Democracy, twenty-six nations stood shoulder to shoulder in a magnificent spirit of magnanimity and mutual helpfulness.

Now, under the ten times more difficult test of peace, will the nations still hold to the great ideal they fought to achieve?

The CHRISTIAN HERALD is today the dominating journalistic force in this pioneer work of building up a Christian Democracy throughout the world.

Its readers are the most influential members of every community.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK CITY

plant house-organs apparently are those which are by and for the workers.

The "Right Angle," published by the workers of the Whitman & Barnes Co., operating three plants, one at Akron, one at Chicago and one at St. Catharines, Ont., is an example. The workers named the magazine, adopted a slogan, and now write all the matter except the editorials.

At the time the employees' magazine was started, a year ago, the advertising department of the plant issued the first number. In the editorial columns, the employees were told that the magazine was theirs. Ballots were published in this first issue and employees in various departments voted for members of a club, the club to meet once a week and discuss "news" for the paper. At the Akron plant a staff of eight workers was elected, at Chicago a similar number and the St. Catharines factory elected three staff members. Each staff elected officers and planned to meet every Wednesday. The advertising manager is editor-in-chief and meets with the club at its regular sessions. The club is responsible entirely for securing personal notes, jokes, photos and cartoons of fellow workers. An associate editor who acts as chairman of the club is elected by the club members.

All communications to the magazine are signed by the author and passed on by each factory club, then sent to the advertising department, which selects material on the basis of merit alone.

That the plan of the Whitman & Barnes plant met with immediate success was evidenced when the returns of the voting for club members showed that more than 75 per cent of the employees voted.

The policy of the magazine is to establish a medium of communication and self expression among workers and to create a vehicle by which the company can reach each worker through the printed word.

In order to gather news, boxes

have been placed about the factories and offices and workers deposit notes in the boxes. Each factory has its own section in the magazine and at present it is a problem in the advertising department how to give space to all articles contributed, the volume is so great.

LABOR PROBLEMS AT LOW EBB— AND WHY

The White Motor Company of Cleveland in making tangible the idea of *representation* has formed shop committees as a means of contact between management and workers, so that not only may the management be informed of the requirements of the employees, but also that the employees may be informed of the requirements of the company and the problems that confront it.

A semi-monthly publication, "The White Book," links up with this plan. A special department is devoted to supplying information on legal questions—banking, tax returns, etc. This department is used by the workers to a large extent. All activities in the plant such as the mutual benefit society, musical organizations and athletic teams have been organized by the employees, and their direction rests entirely in the hands of the workers.

The actual and tangible result of this policy is shown in the annual report of the White company which states:

"The favorable result of this policy is demonstrated by a survey recently made by the United States Department of Labor through the various factories in the country, which brought out the fact that the rate of turnover of its employees is lower than that of any other factory in the country employing over 1,000 men. This, together with the fact that it has not for years been necessary to advertise for employees and that even when there has been the greatest shortage of labor the company always had a waiting list."

A certain manufacturer in St. Louis who believes in simplicity

Circulation
Now
200,000
Daily

Note:
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The above
Edwin A. M.
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Globe Operation —is— Co-Operation!

Co-operation With the Government

The Globe adhered strictly to the policy of economy urged by the Federal Trade Commission, even at the expense of advertising revenue.

The Globe by national advertising urged other newspapers to get behind all Liberty Loans. In short, The Globe stood firmly with the government.

Co-operation With the Public

The Globe is made up of departments, including the news, editorial, and critical departments, which meet the requirements of persons comprising the family life of the nation, who look to their favorite paper for something more than the daily happenings and comment thereon. Sensationalism is never permitted. The public finds light and guidance in the independent, accurate, honest, fearless and impartial treatment of all those matters important in the general welfare.

Co-operation With the Advertisers

The Globe exercises control over its advertising columns, denying the privilege of using them to merchants who cannot be trusted not to abuse the confidence of its readers, thereby establishing a peculiar value for the eligible advertiser.

While pressure from advertisers has not the slightest influence on The Globe's editorial attitude, The Globe is ever willing to co-operate to the limit in order to make the advertising in its columns more profitable to its customers.

Any advertiser admitted to its columns secures the impartial endorsement of The Globe to its readers.

The Globe was the first paper in the United States to issue and advocate statements of *net paid circulation*.

Co-operation With the Advertising Agencies

Recognizing the value of the services of responsible advertising agencies, The Globe was the first newspaper to take a definite stand in favor of paying commission on local advertising.

The Globe not only adopted the idea itself, but inaugurated a nation-wide advertising campaign to influence other leading newspapers to take similar action. The Globe believes in getting together with advertising agencies for greater efficiency and improved service.

Co-operation With Its Employees

The Globe pays strict attention to the welfare of its employees, providing up-to-date facilities to promote the health of all. Unsurpassed mechanical equipment is furnished in every department.

"Globe Operation Is Co-operation"

Circulation
Now
200,000
Daily

The New York Globe

JASON ROGERS, Publisher

Member
Audit
Bureau of
Circulations

"Founded in 1793—Integrity Its Guarantee"

Note:—The two slogans in this advertisement would acquire intrinsic value if adopted and continuously used.

The above advertisement was submitted in The Globe Advertising Agency Competition by Edwin A. Machen of the Arkenberg-Machen-Dowd Co., Toledo, Ohio. It does not necessarily reflect the estimate of The Globe by them, but rather its strongest selling points to them.

The most complex market in the world— and the simplest ...

150 distinct kinds of tooth brushes catalogued
by a wholesale house!

More than 40 variations of one food item
prepared by a single company!

In every type of manufactured article countless variations of size, style and color have built up elaborate and costly lines. Suggestions of salesmen, the demands of jobbers, whims of consumers have added one modification after another.



For these manufacturers, the American market is highly complex and difficult to deal with.

Yet there are manufacturers in the same fields who find the market simple—without any of these whims.

A toilet goods corporation less than 5 years ago, was making a line of 21 different articles. To-day the total volume is twenty times as



great, and the line has been reduced from 21 items to 10.

A company making shoes does 95% of its business on a standardized, trade-marked line. Ten years ago this line represented only 5% of the annual output.

Another firm making a special type of food-product, to-day dominates that entire field.



The American market is the easiest to supply in the world—or the most difficult, depending on how it is approached. Back of every standardized article lies the story of a real achievement in selling and advertising.

By solving problems of standardization and by successfully presenting standardized articles to the public, the J. Walter Thompson Company is co-operating with many clients in winning rapid expansion of sales together with sharply reduced costs.

J. WALTER THOMPSON COMPANY

New York

Chicago • Boston • Detroit • Cincinnati

in selling methods has hit upon a plan which appeals to him and incidentally to his men. Joint councils, collective bargaining, workshops committees, he believes in them all, but to his mind they are complicated. As soon as a committee is formed, in his opinion, the old element of personal contact so much to be desired is lost.

After talking it over with a few of his oldest employees he has had printed a poster which is up in conspicuous places in his plant to the effect that any man who has worked there over three years can come into the president's office at any time to tell him what he thinks is an important grievance, or with any suggestion about the good of the business as a whole. This plan is not to interfere in any way with the right of the men to organize or bargain collectively.

In many plants the foremen are called in by the management to assist in evolving a profit-sharing plan and a plan for representation and are then asked to act as the company's representatives in presenting it to the men.

"I can't get my boy to clean up the toolhouse if I order him to do it, but he will work all day digging a pirate's cave in the backyard," said the president of a plant employing 3,000 men. "All people from boys up, resent a task or a plan imposed from above, and I try to keep that fact before me in all my dealings with the men."

A large strike in New Jersey was caused primarily because the management failed to take into consideration this age-long habit of human nature to resent anything—even something that is good—if it is presented as though flung at them from above. It is, as the labor man says, a matter of proper sales and advertising presentation. At the present time there seems to be a lamentable lack of knowledge among the masses, both in labor and managers of industrial enterprises, of the fundamental economic laws which rule their destiny; the law of supply and demand, the relation of wages to production, and of money to goods.

On an economically sound basis as to wages and production, the best available opinions are that there is work enough for everybody. There is an enormous shortage of the world's goods, and the first and most urgent step toward lowering the present high cost of living is to make up that shortage by increased production.

Increased production means increased demand, and in creating this condition advertising plays two important roles: that of increasing the demand in the outside markets and in cultivating that important market near home, the man in the plant. High wages and prosperity can go hand in hand if executives will give equal attention to both these markets.

Back with Merchants Trade Journal, Inc.

Lieutenant R. M. Bandy, Jr., who recently returned from France, where he was an instructor in pursuit flying in the aviation service, has resumed his work with the Merchants Trade Journal, Inc., of Des Moines, Ia. He is attached to the New York office of that organization. J. B. Wells has been transferred from the service department of the Merchants Trade Journal, Inc., to the Chicago office, where he will be assistant to R. G. Johnson.

Added to Staff of Mallory, Mitchell & Faust

A. B. Colville has been made director of the service department in the advertising agency of Mallory, Mitchell & Faust, Chicago. He succeeds Hubert McBean Johnston, who died recently. Mr. Colville formerly was associated with Lord & Thomas. An addition to the Mallory, Mitchell & Faust copy staff is Paul H. Harris, formerly of the service department of Rogers & Company, in Chicago.

Successor to Sharpe at De Laval

J. O. Ball has been appointed advertising manager of the De Laval Separator Company, New York, to succeed G. B. Sharpe, who has gone with the Cleveland Tractor Company, Cleveland, Ohio. Mr. Ball has been advertising manager of Sidney Blumenthal & Company, New York.

Miller Leaves Perry Dame

George Miller, general manager of Perry, Dame & Company, New York, has resigned.

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SURELY does feel funny to be a headliner.

Almost lost my nerve when Mr. Wallace, our organist, asked me to play a cornet solo in Church on Easter Sunday. It was only "Jerusalem the Golden"; nothing fancy like "The Arkansas Traveler," but you bet I practiced up all right.

Mother was mighty well set up about it. Bought me a swallow-tail coat and striped pants and a pearl stick pin. Dad said for an all-star, three-ring act I ought to have a silk hat, and he'd lend me his only he wanted to be in at the finish.

Ever since most of our band got old enough last year to join the army or navy and play all over the world, the old horn's been kind of lonely, but it surely did come back clear and strong—perhaps because I aimed it straight at dad in the back pew.

YOU know it was the first time we'd gone it alone together, and it didn't falter a note. I thanked my lucky stars all right, when I sat down, that I picked the one I saw advertised in *The American Boy*.

Sort of had a hunch it would come through, though.

(To be continued in the May 1 issue of *Printers' Ink*)

THE SPRAGUE PUBLISHING CO.

Detroit, Michigan

Branch Offices: 286 Fifth Ave., New York; 1418 Lytton Bldg., Chicago

Another episode in the life and doings of Billy Byer, a typical American Boy, and typical of the more than 500,000 readers of *The American Boy*, who average from 15½ to 16 years of age, the live and up-and-coming "doers" of today and tomorrow.

Central American Bank Urged for Chicago

Plans are under way to establish a Central American bank in Chicago. Jule F. Brower, consul general for Guatemala and Honduras, and Berthold Singer, consul for Nicaragua, Costa Rica and Salvador, are working on the proposition in co-operation with the Pan-American Bureau at Washington.

A special committee of Chicago bankers and committees representing the Chicago Association of Commerce and the Illinois Manufacturers' Association will invite a delegation from the five Central American republics to visit Chicago and make an exhaustive study of the possibilities for trade between Central America and the central western part of the United States.

"The bank," said Mr. Brower, "will be established in the interests of foreign trade, both import and export, between the Mississippi Valley and the Central American countries. We propose co-operation between the banks, manufacturers and commercial houses. Foreign trade is imperative just now. We must have outlets for our surplus manufactures or reduce production. The latter course would be a catastrophe for both capital and labor.

"I believe it is within our power to retain most of the large foreign trade we have obtained during the war, but we cannot do so without an effort. A Central American bank, co-operating with other banks and business houses, could do much to stimulate foreign trade in at least one direction."

Ayer Men Back From the Service

N. W. Ayer & Son announce the re-employment of ten service men—John D. Boyd, Jr., Harry T. Breeding, Clarence L. Jordan, Wesley Ecoff, Arthur B. Sullivan, Samuel Youngheart, Jos. A. L. Brandon, Harry A. Batton, R. E. Hutchinson and Randolph Peters. A total of forty-seven men from the Ayer organization served, a great many of whom have not yet been discharged.

Newspaper's New Promotional Organ

The St. Louis *Globe-Democrat* has a new monthly publication, the "Globe-Democrat Merchandiser," issued by the service and promotion department. It is issued in the form of a regular four-page newspaper and aims to give advertising and merchandising assistance to the merchants of St. Louis.

With Crowder & Klapka Studios

Additions to the sales staff of Crowder & Klapka Studios, Chicago, are Ralph Steele, formerly of R. R. Donnelley & Sons, and Fred Kuehn, lately discharged from army service.

Human Interest in Testimonial Advertising

The Ball Engine Company, Erie, Pa., is featuring American contractors in a series of technical-paper advertisements now appearing. At the same time it is successfully using a testimonial in behalf of Erie Revolving Shovels of its manufacture, written by the contractors featured.

The advertisements all carry the heading, "The American Society of Successful Contractors." In recent copy appeared the photograph and testimonial letter of C. E. Moellering, president of the Moellering Construction Company, of Fort Wayne, Ind. There is also a half-tone of an Erie shovel at work on a Moellering job and an interesting sketch of the contracting firm's history, a portion of which reads as follows:

"The original Moellering started the business in 1853; his son, the present head of the concern, took hold in 1886—and he has two fine boys to keep it a-going when he is ready to retire.

"One of these boys has just been helping Uncle Sam to build the famous 'Road to Berlin' that did not get there, the contract being annulled before completion on account of nobody wishing to use the road."

The endorsement of successful users of a product will be the more effective, it would seem, if it can be presented in such a way that readers are "made acquainted" with the men giving it, many of whom, no doubt, are already more or less well known in their own industry.

Changes and Additions at Wales Agency

The following changes in personnel at the Wales Advertising Company, New York, are announced:

George W. Morrison, Huyler D. Ford and Humphrey C. Tiffany have been added to the copy department. Mr. Morrison was formerly Western representative of *El Automovil Americano*. Mr. Ford was previously advertising manager of the W. M. Crane Company, New York, maker of Vulcan gas appliances. Mr. Tiffany was formerly with the Bush Advertising Service, Inc., New York.

Lewis B. Kaufman, who has been with the agency for a year, has been appointed copy director.

Victor C. Rinder, formerly with Frank Seaman, Inc., New York; J. A. Warner, formerly of the *Iron Age*, New York, and H. S. Simonson, recently discharged from the army after two years of service and previously with the Wales Agency, have entered the service department. J. J. Veth, auditor for over a year, has been advanced to the position of office manager. B. J. Carpenter succeeds him as auditor.

Federal Agency Has Pyrex Account

The Corning Glass Works, Corning, N. Y., has placed the advertising of Pyrex baking dishes with the Federal Advertising Agency, New York.

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You Have a Standing
Invitation to
**Call and Inspect
Our Plant**

and
Up-to-Date Facilities

You will find upon investigation that we appreciate catalogue and publication requirements, and that our service meets all demands.

Day and
Night
Service

The best quality
work handled
by daylight



One of the largest and most completely
equipped printing plants in the United States

**Printing and Advertising
Advisers and**

**The Co-operative
and
Clearing House**

**for Catalogues and
Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications.

CATALOGUE and PUBLICATION PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

**Make a Printing Connection with a Specialist
and a Large and Reliable Printing House**

Business Methods and Financial Standing the Highest.
Inquire Credit Agencies and First National Bank, Chicago, Ill.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Such Printing as Proceedings, Directories, Histories, Books and the like. Our Complete Printing Equipment embraces:

TYPESETTING
(Linotype, Monotype and Hand)

PRESSWORK
(The usual, also Color and Rotary)

BINDING
(The usual, also Machine Gathering, Covering and Wireless Binding)

**MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK**

If you want advertising service or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you.

If desired, we mail your printed matter direct from Chicago. Let us estimate on your Catalogues and Publications.

Proper Quality

Because of up-to-date equipment and best workmen.

Quick Delivery

Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

USE NEW TYPE

**For CATALOGUES
and ADVERTISEMENTS**

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type cases only. We have all standard faces and special type faces will be furnished if desired.

**Clean Linotype and
Monotype Faces**

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

Binding and Mailing Service
We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the pressman print.

(We are strong on our specialties)
(Particularly the Larger Orders)

ROGERS & HALL CO. Polk & La Salle Sts., CHICAGO
Phone Wabash 3381—Local and Long Distance

Collier's

5 cents a copy
12 for 50 in U.S.

THE NATIONAL WEEKLY

WALTHAM
THE
SCIENTIFICALLY
BUILT
WATCH



AND
THE
FOREIGN
BUILT
WATCH



Collier's

The
Lower
Plate



Know Something About the "Works" In the Watch You Buy

If you open your watch and examine its mechanism, you will find it consists substantially of two supporting plates, between which is mounted a gearing of meshed wheels to take care of the movement, recording time. This is called the train, which we will speak of in our next advertisement.

The lower supporting plate in a Waltham watch is the foundation upon which every unit revolves and is faced. It is bored with minute holes to take the pivots, screws, pinions, etc.

This lower plate is drilled and threaded by one of the most exclusive and wonderful machines ever designed by the genius of man—an exclusive Waltham invention from the master-mind of Deane H. Church.

Many operations are accomplished with such methodical, automatic regularity that one instinctively imagines that a nervous human brain guides the extraordinary operations of this machine.

In making every operation find there are 1411 with infinitesimal exactness to the ten thousandth part of an inch—flawless, beautiful in its complex simplicity—every plate a replica of every other plate, proving Waltham's standardization to be one of the attributes of American mechanical genius.

The plate of the train, built with to select to the accuracy of hand grinders, made to water class and made without precise relation to the parts which they are to contain, which parts are made elsewhere in many houses and small shops, by hand. No hand work could ever approximate the beautiful and flawless exactitude of this Waltham drilling and threading.

So when you buy a Waltham watch you are assured of a satisfaction of quality and leadership which has placed the Waltham watch on the pedestal of world fame.



Waltham's Standard A
Standard time as a standard of
accuracy is made
1000 to 1000 on each
individual watch.

WALTHAM

THE WORLD'S WATCH OVER TIME

More Than a Million a Week

— Americanizing the watch industry

FOR nearly two hundred years the foreign watch held the center of the stage.

The American genius for improving and excelling has easily placed America

first in watchmaking to-day.

The Waltham Watch Company, in a series of unusual advertisements, is showing, part by part and unit by unit, wherein the Waltham watch excels.

Waltham advertising to break down the ancient foreign tradition as well as to sell Waltham watches has been increasing steadily in COLLIER'S for several years.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 **Year**
More Than a Million a Week

Expanding Baltimore's Great Building Boom



Typical row of 2-story brick houses in Baltimore residence section. Over 45% of the homes in Baltimore are owned by their occupants

BALTIMORE is short from 6,000 to 10,000 homes. To help meet this condition one realty company has purchased 120 acres in north-east Baltimore on which they will erect 2,400 two-story brick dwellings at a cost of \$9,000,000.00 for the development. Another company plans to erect 500 houses in the same section. The value of new improvements and additions to buildings in Baltimore for the month of March exceeded similar operations for March of last year by considerably over \$1,000,000.00.

And this isn't nearly all but it's enough for live manufacturers of hardware, building, plumbing and electrical fixtures and material as well as furniture, window shades, fly screens, weather stripping, vacuum cleaners and the thousand and one things for a home—including lawn and garden tools. Take advantage of this local condition to create a larger local demand for your trade marked products through concentrated, intensive, LOCAL advertising in The Baltimore NEWS!

More circulation, without duplication,
lower rate per thousand for users of

The Baltimore News

Over 100,000 net paid Daily and Sunday
The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

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"Coffee the Drink of Intellectuals" Says Million Dollar Campaign Copy

Advertising in 306 Newspapers to Begin April 21—National Magazines
to Follow in June

THE return of the coffee house is predicted in national and newspaper advertising, now ready for insertion by the Joint Coffee Trade Publicity Committee, which also emphasizes the fact that coffee is a stimulus to clear thinking. "The tendency of the times is toward the revival of the good old-fashioned Coffee House," says one advertisement entitled *The Coffee House Is Coming Back*, "where men may meet and mingle with the freedom of a club. And chat, and be sociable and toast their friends to their heart's content in the modern 'cup that cheers but not inebriates.'"

"A delightful old custom is coming back—and we shall all be better for it! Good coffee is man's drink. It is cheering and soothing. It humors his whims and moods. It appeals to his better self and inspires his better nature. Good coffee is conducive to good humor, good temper, good health, good fellowship and good citizenship."

"Coffee is a civilizer—a stabilizer. In the councils of state, at the banquets of the great, in the conferences of men of affairs—wherever mighty matters portend, and calm matured judgment is required—there you will find coffee."

In the preliminary series, mention of coffee-making methods has been purposely avoided, according to Felix Coste, secretary-manager of the Publicity Committee, because every housewife has the determined idea that her particular method is correct—whether it be boiling or by percolator. "This subject will come in for later discussion, but at present we are contenting ourselves with arousing interest in coffee and creating

a desire which will have an immediate sales reaction."

As previously reported in *PRINTERS' INK*, the campaign will run for four years, according to the present schedule of \$250,000 per year. Funds are being raised by an assessment of coffee growers in Sao Paulo, Brazil, and voluntary contributions by the coffee interests in this country. The tax to the growers is fixed at 100 reis per bag—or two and a half cents per 132 pounds. It is from this fund that the million dollars for paid space is being created. The subscriptions from coffee roasters and jobbers in the United States average about one-quarter of one per cent of the capital invested and will be used to defray cost of drawings, cuts, and incidental office and promotion expenses.

"We believe, too," said Mr. Coste, "that for every dollar spent by the organization, two or even three dollars will be invested by local roasters and jobbers to popularize their brands. Already we have evidence of this fact in cities like Pittsburgh where jobbers are getting together before the national campaign has gone into effect, to increase consumption of coffee. Of course, when the association campaign starts, the educational work will be taken care of, and jobbers can then concentrate upon straight merchandising copy."

An effort will be made to encourage salesmen of wholesale grocers and jobbers to educate their trade to tie up with the campaign. The dealer will be instructed to trim his window, place coffee on conspicuous display, advertise in the newspapers and use the telephone shopping serv-

ice in stimulating consumption. Advertising departments of the newspapers used in the campaign will be reminded that the moment the campaign appears locally will be a good time to solicit retail merchants to take bigger space. Letters are also going out to all manufacturers of coffee drinking accessories suggesting that special sales emphasis be placed behind such merchandise as chinaware, coffee pots, percolators, etc.

TO INVESTIGATE COFFEE SCIENTIFICALLY

Arrangements are now being effected whereby a leading university will conduct an exhaustive research to determine the influence of coffee upon the human system. This institute will also study the chemical action of milk, cream and sugar when used in coffee, and all processes of grinding, roasting, etc. Advertising in the medical journals is being considered, and special effort will be made to reach the domestic science teachers, food clubs through the liberal use of space in home editions, and on the weekly page of household hints. A film illustrating the planting and raising of coffee will be prepared at an early date and distributed for exhibition by the various coffee roasters.

"There are three reasons why we feel that this campaign—long delayed and frequently postponed—is coming at a most opportune occasion," remarked Mr. Coste. "In the first place the prohibition agitation affords the coffee trade an opportunity that it could not let slip. Coffee is the mild stimulant and will doubtless take the place of alcohol to a greater degree than any other beverage. Then the large amount of capital engaged in the retail distribution of intoxicants must find other channels for investment. The saloonkeeper is wondering what trade he shall turn to, and we are advocating the establishment of coffee houses similar to those in Europe. Finally, many of the returning soldiers and sailors who were not coffee drinkers before, now drink three or four cups a

day. We see no reason why they should not keep up this pleasant and harmless custom."

One of the advertisements pays tribute to the comfort and cheer of good coffee served "Eight bells in the mid-watch." "Cold blasts and icy seas swept over the destroyer's deck," it reads. "With numbed hands, strained eyes and tensed nerves the lookout held his post until—eight bells, end of the midnight watch—then hot coffee in the galley."

The magazine advertisements will be copyrighted, and no firm will have the privilege of reproducing them locally until release has been given by the committee. The advertising will cover every large city where a coffee roaster is located. "But judging from the contributions," Mr. Coste concluded, "there is little doubt that we shall before long be in every newspaper of merit—whether it circulates in the territory of a roaster or not." The present campaign lists 306 newspapers in 100 cities, forty-three trade papers and twenty-one magazines of general circulation.

E. K. Leech a Vice-President of Frowert

E. K. Leech has joined the Percival K. Frowert Company, advertising agency, New York, as second vice-president.

Mr. Leech was at various times automobile advertising manager of the Philadelphia *North American*, general manager of the *Commercial Car Journal*, advertising manager of the Philadelphia *Evening Telegraph*, and associated with the O. J. Gude Company, New York.

Vogan Co. Appoints Manager of Salesmen

The Vogan Candy Company, Portland, Ore., has appointed C. A. Peterson as manager of salesmen, working under the direction of A. H. Deute, advertising and sales manager.

Lennon to Join New York "Tribune"

Joseph M. Lennon, for nine years with the *Dry Goods Economist*, is to join the New York *Tribune* as advertising manager of the *Tribune's* business page.

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Death of Lynn G. Wright, Managing Editor of Printers' Ink

Passes Away of Pneumonia—Associated With "Printers' Ink" for Ten Years

LYNN G. WRIGHT, managing editor of **PRINTERS' INK**, died at St. Mary's Hospital, Orange, N. J., of pneumonia on the afternoon of Sunday, April 13. He had gone there to have a slight operation which, in itself, was successful but which resulted in ether pneumonia, later developing into lobar pneumonia. The funeral services were held Wednesday at his home, 5 Harvard Terrace, West Orange.

Mr. Wright was in his thirty-ninth year. He was born at Worcester, N. Y., and graduated from Cornell University, class of 1903, where his fraternity was Phi Delta Sigma. He leaves a widow, Gertrude Olstead Wright, and one child, Mary Ianthe. He had been connected with **PRINTERS' INK** for ten years, prior to that having been on the editorial staff of *Outing*.

From his early college days Mr. Wright's tastes and talents were in the direction of journalism. He easily won a place for himself on the college papers and earned money for his tuition by writing special articles for the city dailies. His first work for **PRINTERS' INK** was the investigation of advertising campaigns. He quickly showed a talent for grasping the salient features of commercial successes and for writing about them in a lively, interesting way. Later, when the post of managing editor became vacant, he was selected

for the position. This work was executive and gave him little time for original writing; but while his name appeared less frequently as a contributor, his talents manifested themselves throughout these pages in the form of sparkling headlines and of editorial notes which made clearer the work of



THE LATE LYNN G. WRIGHT

other writers. He was at his best in working sympathetically with staff writers and outside contributors in developing ideas or in finding new angles on old subjects. His was a peculiarly alert type of mind and he could see possibilities in a situation that would baffle the most experienced man.

He took great pride in what he called "the family spirit" of

PRINTERS' INK and in selecting new men for the growing organization, he was careful to get not merely men of ability, but also men who could work with others without friction and, as he did, with a hearty unaffected friendliness.

Lynn Wright was a past master of letter writing. The friendly and human note characterized everything that he did. He could reject a manuscript in terms so that the disappointed contributor would reply in a letter of thanks as though some great favor had been done him. This talent was simply the natural expression of a mind wholly sympathetic to the aims and ambitions of others, and of a frank, honest, genuine personality. Hundreds of men holding big and little positions in the advertising world will recall, as they read these words, the happy and pleasant touch which he added to even the most ordinary business communication and will feel, even though they have never met him in person, that they have lost a real friend.

As to PRINTERS' INK, it loses a wise counsellor and an enthusiastic and brilliant worker.

Steinmetz Talks on Industrial Problems

THE human element was strongly stressed in its bearing to all post-war problems in the Editorial Conference of the New York Business Publishers' Association at the Hotel Astor on April 11.

"The radical says Labor and Capital must always fight as their interests are in opposition," Charles P. Steinmetz told the Conference. "The old-time manufacturer says the interests are identical. Both viewpoints are wrong. But there is no use fighting about them. Historically the interests of Capital and Labor have been contrary, but to restore conditions so that the relations will be more on a business basis is possible though it cannot be accomplished at once.

"Co-operation means two par-

ties working together—not one side developing a plan and saying, 'Here is the scheme; now you co-operate.' The plan should be brought out jointly. It is easy to say we must co-operate—not so easy to suggest a plan. The solution depends on local conditions and local social and community peculiarities. The community has something to say about how a plant should be run. The theory that none had the right to interfere in what Capital did in a plant was exploded when Roosevelt representing the community, intervened in the anthracite coal strike." After showing that so-called welfare work was often founded upon a lack of appreciation of the other man's viewpoint, the speaker showed that the bonus system also often smacked of pure paternalism.

"The committee system, either when the committee elected by the workers to take up all questions with the management, or the joint committees of both management and labor have many good points, but it sometimes antagonizes the unions who believe something is being put over on them, and facts show that they are often right. These plans also often make two sets of management, the shop committees and the board of directors."

The wage dividend plan was suggested by Mr. Steinmetz as the one to which he found the least number of objections and which seemed elastic enough to take in all types of mind.

Under this plan both Capital and Labor get dividends after a first fair return to both. "If this plan were carried further and Labor stock recognized as well as Capital stock in the election of directors, Labor would be getting the two things it now wants to share in—profits and management. Only workers who had served the firm for a long period would be eligible to election at first."

Marcellus Standiford, for more than ten years general manager of the Western Newspaper Union, Chicago, and later connected with the Fort Dearborn Printing Company of that city, died there last week.

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Philadelphia

is the Third Largest Market in the United States for

Furniture and Household Goods

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports the number of dwellings within the city limits to be as follows:

2 story brick dwellings.....	250,000
3 story brick dwellings.....	135,000
4 story or more dwellings.....	7,000

Total dwellings..... 392,000

The great mass of these dwellings are occupied by one family only, and most of these families live along the ideal American plan—home cooking, home comforts, home pleasures; in fact, the Philadelphia wife and mother is an all-round housekeeper and home-maker.

The average Philadelphia dwelling is of brick construction, has a comfortable porch and neat grass plot in front, and a modest garden or open yard in the rear. Most of the two-story houses contain from six to nine rooms and bath, the three-story houses average nine to twelve rooms, one or two baths, and many of all sizes have a laundry in the basement.

What proportion of this concentrated demand for furniture, household goods and supplies will go into the stores of Philadelphia and ask for your product or brand?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper that goes daily into nearly every Philadelphia home—

The Bulletin

Net paid average for March— 448,979 Copies a day.

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

A Sound Subscription Policy

Every one of the 600,000 Farm Life subscribers pays the full subscription price for Farm Life—and receives no premiums, prizes or other inducements.

Local part-time solicitors merchandise Farm Life in their neighborhoods. They make a commission on their collections, and those who make the best records are compensated in addition by bonuses and prizes. These prizes and bonuses are similar to those given in salesmen's contests by specialty manufacturers.

Farm Life subscriptions are sold at a flat rate, and no cut prices are ever received—the man who subscribes for five years pays as much per year as the man who subscribes for one year.

This sound subscription method produces for Farm Life a large subscription income and provides a large volume of responsive readers.

A few editorial features of Farm Life for May: No Bolshevism for Federated Farmers; What the Tenant's Wife Has to Say; How Much Does a Quart of Milk Cost Anyway?; Housecleaning time at Old Ben Puttin'-It-Off's; Tractors for Everybody.

Send your reservations for the June Issue Now

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Above the Average Buyers

Subscribers to Farm Life who receive their copies through the post offices of 38 small towns in Iowa, Illinois, Michigan, Wisconsin, Indiana, Missouri, Ohio and Pennsylvania were investigated to determine the average purchasing power of Farm Life readers.

Reports were made on 1,466 subscribers and these showed that 91 per cent were heads of families; 71 per cent were farmers; 51 per cent own their own farms; 18 per cent own city property; 26 per cent were rated as A-1 in buying ability; 52 per cent good; 17 per cent fair and 5 per cent poor.

Over 400 questionnaires sent to subscribers to determine what equipment they own showed among a few of the items that: 43 per cent own washing machines; 60.7 per cent own pianos and organs; 26.4 per cent own phonographs; 38.5 per cent own kitchen cabinets; 27.9 per cent own automobiles; 58.3 per cent buy wire fencing; 37.2 per cent buy commercial fertilizer; and 49.8 per cent have telephones.

These figures clearly indicate a rural clientele of over the average purchasing power. And Farm Life readers are responsive. That is why so many national advertisers find Farm Life profitable.

Life

Spencer, Indiana

Get These Answers *Right*—and get all of them

Any advertiser can attain the highest degree of success in Chicago if the newspaper he uses can answer *all* of the following six questions in the affirmative:

1. Has the newspaper a large circulation in the advertiser's trade territory?
2. Is this circulation representative of the buying power of that territory?
3. Do the newspaper's readers want what the advertiser has to sell?
4. If they do, are they able to buy what the advertiser has to sell?
5. Will the advertiser's message be read by them in the evening—the most favorable time for consideration?
6. Is this newspaper the most effective means of reaching a vast majority of possible buyers of the advertiser's product?

The Daily News is the *only* newspaper in Chicago that can answer *all six* of these questions with a positive, provable "YES."

THE DAILY NEWS

First in Chicago

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How F. W. Woolworth Built His Wonderful Distributing Machine

He Built Men and They Built the Business

By G. A. Nichols

EVERY truly great merchant contributes something to the business of the country as a whole who builds up others as well as himself. He works against precedent and takes chances so as to execute some bold forward idea that others did not think of or were not courageous enough to attempt. When his idea has arrived, others take it up and add to it, helping the pioneer while the pioneer helps them.

The contribution of F. W. Woolworth, who died last week at his home in Glen Cove, Long Island, was the establishment and consolidation for all time of the low-price principle in retailing. Out of this has grown a multitude of things promoting the prosperity of everybody engaged in the production, distribution and selling of merchandise.

Mr. Woolworth's career, which in forty years brought him up from an underpaid clerk to the world's greatest retailer, is such a study in contrasts as rightfully to be regarded as a business romance. When it is considered that his success is measured entirely by nickels and dimes, it is not remarkable that some people look upon it as a modern-day miracle. But there are few thrills in his story. There is little of the spectacular. There is on the other hand plenty of the hardest kind of constructive work, patient planning and courage that would not be denied. And behind all this lay Mr. Woolworth's ability correctly to interpret the psychology of buying from the standpoint of the consumer.

Some way or other—just how he never was able to explain—he decided people would buy goods more readily if the goods could be displayed so they could be

easily seen and handled. He thought the lesson of value could be driven home more strongly through placing at the disposal of buyers an assortment of merchandise at a uniform price. He reasoned if price was to be the selling point, then the price should be so plainly indicated by price tickets that the goods themselves would fairly shout out at the buyer what they could be purchased for.

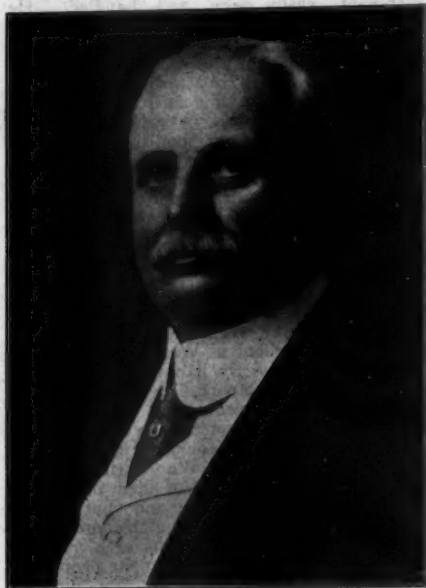
PROFITED BY FAILURE OF FIRST STORE

This was as far as Mr. Woolworth could see his idea when in August, 1878, he induced his employer, W. H. Moore, a drygoods merchant in Watertown, N. Y., to let him try it out.

Mr. Moore, like most other retailers even of this day, had a lot of odds and ends in his stock that seemingly would not move at any price. Mr. Woolworth grouped an assortment of them on a table one Saturday and put on a price card offering customers their choice at five cents each. It was something new, but the people responded and about one-third of the stock of leftovers was sold that day. From this it was a logical step to establish a department of five-cent goods in Moore's store—to display them openly and to have plenty of price tickets. Many items already in stock were placed in the new department and others were purchased especially for it.

A store selling nothing but five-cent goods was the next development. This Mr. Woolworth started in Utica, N. Y., in 1879. He had \$300 worth of five-cent goods with which he had induced Mr. Moore to trust him. The venture fell flat. Something evidently was wrong. After the sales had dwindled down to \$2.50 a day, Mr.

Woolworth decided that his trouble lay in the fact that he did not have a wide enough variety of goods to give him sufficient volume of sales. People would buy if the goods could be had. From this grew the revolution in manufacturing methods which today places at people's disposal a multitude of lower priced items.



THE LATE F. W. WOOLWORTH

The Utica store was closed and Mr. Woolworth induced Mr. Moore to back him again a few months later in Lancaster, Pa. Only five-cent goods were sold at first, but the range was wide enough to bring in sufficient volume. This store was a success, the sales for the first year amounting to \$6,750. From it grew the present F. W. Woolworth Co., which sold last year in its ten hundred and thirty-eight stores, \$107,175,000 worth of merchandise, all in nickels and dimes with the exception of some districts west of the Rockies and in Canada, where the 15-cent limit prevails.

After adding ten-cent goods to his Lancaster stock and calling to his assistance his brother, C. S. Woolworth, and his cousin, S. H. Knox, Mr. Woolworth established several other stores. It was here that came the parting of the ways. Should he go along and be just an ordinary success with a well-paying chain of five- and ten-cent stores or should he reach out and develop his idea in accordance with all its mighty possibilities as he saw them?

The other day in speaking of Mr. Woolworth's career some of the newspapers referred to him as a dreamer. It would be more correct to say that he was a man of vision and of vigorous action. He saw that his idea was sound. It had justified itself. But to develop it to the extent of its powers two things were necessary.

He needed men.

He needed merchandise—boundless quantities of it. The merchandise had to be low priced and yet of quality and of wonderful value. He could not afford to sell trash. Trash, he decided, was expensive at any price.

Upon the way Mr. Woolworth handled these two essential needs rests the present greatness of the F. W. Woolworth Co., and its still greater promise for the future.

As a trainer and finder of men, his achievements were more than remarkable. In addition to his brother and cousin he called in and trained such men as F. M. Kirby, Earle P. Charlton, Carson G. Peck and later men of the type of J. F. Nutting, H. T. Parson, C. F. Valentine and C. T. Newberry.

C. S. Woolworth, Mr. Knox, Mr. Kirby and Mr. Charlton went into the five- and ten-cent business with Mr. Woolworth in its in-

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fancy. They developed in it to a point where each felt justified in starting a chain of his own. In each of these chains the old Woolworth idea was worked upon and developed until it reached a point of near perfection. Each of the original five went ahead establishing new stores and training new men, all working absolutely independent of each other so far as management was concerned and yet in the closest harmony in method, policy and ideals.

This went along until 1912, when the five men were running 596 stores. Here it seemed best that another radical change should be brought about so as to force to its supreme consummation the idea—or perhaps the newspapers will call it a dream—cherished by Mr. Woolworth soon after his Lancaster store venture proved a success. The five merged their resources, their knowledge, their experience and their organizations into the present F. W. Woolworth Co. Into the new organization was taken the cream of the trained

men that had worked each of the component companies so far up the scale of achievement.

The reason behind the organization was the need of centralized direction and of last word efficiency in operation on a large scale. The producing cost of merchandise was steadily advancing. It became necessary to offset this by more economical operation. The wisdom of the union is shown by the fact that since 1912 the number of stores owned by the company has nearly doubled and the yearly sales more than doubled. The joining together of the master minds of the five and ten cent business has at least brought about a perfected machine that can go right ahead with steadily increasing momentum even though death has taken the master hand off the wheel.

A couple of years ago Mr. Woolworth pronounced his finely geared operating machine complete. He said he could leave it for a day or forever and it would go on and on.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

To bring about a condition of this kind is, as every business man knows, the crowning triumph of a truly great executive.

"Go in and make yourself at home," Mr. Woolworth once told a western manufacturer who called to see the Woolworth private office of which he had heard so much. "I can't stop to entertain you as I leave for Europe in half an hour."

He could go at any time on the shortest of notice and the machine would not even falter.

HIGH MORALE WITHIN ORGANIZATION

A remarkable thing about the Woolworth organization is that the surviving founders and such employees as stenographers and clerks are the only ones that receive salaries. After the consolidation F. W. Woolworth, as president, received \$25,000 a year. C. S. Woolworth, S. H. Knox, Earl P. Charlton and F. M. Kirby, vice-presidents, each received \$10,000 per year. This was all the compensation the founders got with the exception of dividends upon their stock which they received the same as any other stockholder. Everybody else gets his pay on a commission basis and settlement is made once a year. The commissions paid the officials in the executive offices in New York are computed on the basis of the earnings of the entire organization. The earnings of the men in each of the eleven district offices are based on what the stores in that district earn. The managers and assistant managers of stores get commissions on their store's business. No one man in the company ever owned a controlling interest. No single stockholder in fact controls even 25 per cent of the capital. Every man from store manager up has begun at the bottom and in every position there are one or two understudies. Each place is won by merit and the rule is never to go outside of the organization for a man to manage a store or to take a higher position. All this brings about a condition of the highest industrial

morale. Each man rightfully concludes that he is working for himself and that he is going to get the fruit of his efforts.

The merchandise production problem which Mr. Woolworth was called upon to solve—and which now has reached its triumphant consummation—involves the closest kind of constructive co-operation with manufacturers. In many an instance Woolworth buyers have shown manufacturers possibilities for their goods which they did not dream existed.

It has been said that Woolworth's low prices have been brought about by beating manufacturers' profits down to the vanishing point. The exact opposite is the case. Woolworth, in common self defense, wants the manufacturer to make a profit. Instead of trying to force him down, therefore, it shows him how he can increase his efficiency and save in his operating cost. This saving combined with the advantages of unlimited outlet afforded by the Woolworth stores enable the manufacturer to sell his goods profitably within the five and ten cent limit.

Mr. Woolworth related to a PRINTERS' INK representative just a few weeks ago how some of these seeming miracles in merchandising were brought about, and how a profit could be gained in selling remarkable items for ten cents without diminishing the quality.

A certain popular finger ring came on the market and was retailed at around fifty cents. A Woolworth buyer approached the manufacturer to get the ring as a ten-cent seller. The man pronounced the proposition as the last word in absurdity. His output was very satisfactory, he explained—more than four hundred and fifty dozen already that year. The Woolworth buyer offered to take 5,000 gross of the rings during the next year and made certain suggestions as to how they could be produced at a saving and of the same quality. The manufacturer quickly saw the idea and

(Continued on page 164)



Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

***Height
of
Efficiency***

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

USE
HEISEYS
H
GLASSWARE
FOR THE TABLE

CALIFORNIANS, New Yorkers and people from all intervening States, something like twenty million who will visit Atlantic City this year, will find a new electric Boardwalk spectacle to admire - the big, beautifully impressive Heisey display.

It adds another commodity to the long list of widely different products exploited successfully through Maxwell Boardwalk signs, further demonstrating the unlimited possibilities of these displays as the supreme advertising medium for any high-grade product of national consumption.

Let us tell you of two particularly fine Boardwalk locations that are now available.



The R.C. Maxwell Co. Trenton N.J.

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How to Start a Mail-Order Furniture Business

Logical Field for Mail-Order Endeavor—Care Needed in the Preparation of the Catalogue

THE INDUSTRIAL DEPARTMENT OF THE
COMMERCIAL CLUB
HIGH POINT, N. C.

Editor of *PRINTERS' INK*:

There is in progress of organization a mail-order house with \$250,000 paid-in capital. As you no doubt know, High Point is the great centre of furniture manufacturing in the South, and it is the purpose of this organization to sell the products of High Point factories through advertising direct to the consumer. Will you be so kind as to inform me where and how I can secure information as to some of the most noteworthy successes in the mail-order field? I want to purchase bound volumes of *PRINTERS' INK* for the past year and subscribe for the periodical. Kindly quote price, that I may send check. Any information you may be able to give along this line will be highly appreciated.

THE INDUSTRIAL DEPARTMENT OF THE
COMMERCIAL CLUB,

S. C. CLARK.

THE way to sell furniture by mail is to tell the people the news about it. The way to tell this news is to send out some printed matter containing pictures, accurate descriptions and prices of what you want to sell.

Furniture—including other house furnishing essentials such as rugs and carpets—is one of the most logical lines for mail-order handling. This is so because of the small size of the average retail furniture dealer's stock and the highness of his prices. Even admitting that the retail furniture man's prices are right, as of course they are in many instances, it is a physical and financial impossibility for him to carry a stock varied enough to permit any great range of selection. We are speaking of the furniture dealer in the smaller towns and the country districts where mail-order naturally gets its best results.

The root reasons behind the average retail furniture man's shortcomings in these respects were discussed in an article on installment mail-order selling which appeared in *PRINTERS' INK* on February 27 last. This article very

correctly set forth that business in the retail furniture store was either a feast or a famine. It centres around the spring or the fall when the women do their house-cleaning. Unless the furniture man branches out into the lower priced house furnishing accessories which he can handle along with his furniture—and this is being done by a number of these retailers—he is tempted to keep his prices up.

RETAIL DEALERS HANDICAPPED

PRINTERS' INK is 100 per cent friendly to the retailer. But just the same it believes in calling a spade a spade. It feels safe in asserting, therefore, that a considerable part of the responsibility, if you want to call it that, for the growth of retail mail-order business in furniture lines is the retailer's policy of charging too liberally. The writer of these words did not believe this until, a few months ago, he had the privilege of studying Montgomery Ward's furniture stock at close range. The prices quoted on those goods, contrasted with those even in some of the biggest furniture stores, showed very plainly why mail-order is going ahead in this respect.

And then there is another angle to the proposition for which the retailer is not responsible. This is his inability to handle a large and varied stock. Furniture runs into money quickly. It takes up a great deal of room.

It is the most natural thing in the world, this being so, to group furniture in a great central shipping point and sell it by means of pictures.

A carefully-made catalogue can put at a woman's disposal a line of furniture that in variety and quality and sometimes in price is entirely beyond the retail dealer.

Necessarily the catalogue has to be a high-grade proposition. You can sell egg beaters and flour sifters with almost any kind of illustrations printed in any way capable of being read. Women know these items and they don't cost much anyway.

CATALOGUES MUST BE WELL EXECUTED

But when you want to sell furniture by mail you have to spend some money for engravings, paper and printing.

First of all, the illustrations should be actual photographs or drawings of the merchandise you have to sell. Go into almost any large engraving house in Chicago—that hot bed of retail mail-order houses—and you see many articles of furniture waiting to be photographed. You see well-paid artists painstakingly copying rugs. The engravings made from these are the best that money can buy. They must bring out and intensify every attractive feature of the articles to be sold. The picture must be so good that the woman can almost see the furniture. This should be accompanied with a short and snappy selling talk—a boiled-down version of what the salesman might say if he were selling the item to the purchaser in person.

This idea in selling furniture works so well that many furniture retailers, utilize catalogues to supplement their comparatively sparse assortments. If a woman enters a store to buy a certain type of chair and does not see what she wants among the two or three items the store has, then the dealer shows her his catalogue containing the huge variety that he can get from the manufacturer. If she makes a selection the dealer can mail or wire his order and have the item hurried along. This, however, is not a particularly desirable thing from the standpoint of the retailer, as has been pointed out in **PRINTERS' INK**, because it tends to emphasize the limits of his stock and to educate his customer in the advantages of mail-order buying.

The High Point mail-order people mentioned by Mr. Clark probably will decide to advertise direct to consumers, choosing such mediums as circulate widely among the people they want to reach. They would do well in this direct advertising to feature certain specific items of furniture such as a bedroom suite, a parlor suite, or an upholstered easy chair. Every order or inquiry received would add another name to the catalogue mailing list. Or the catalogue itself could be advertised. Some mail-order houses advertise both furniture and catalogue in the same space and gain good results.

Mr. Clark should, in this connection, read the article on instalment mail-order selling referred to above. This shows how some of the "big fellows" have hugely increased their furniture sales through extending the instalment plan to the mail-order trade. If the average purchaser can have the privilege of paying for the furniture at a reasonable sum per month he is going to buy much more than he would if he had to pay cash. This may not be good business from the standpoint of the purchaser, but it is not his problem that we are talking about.

The credit end of the proposition is not at all forbidding. A few blank spaces on the order sheet for the buyer to fill out when he is ordering the goods will give a sufficient line as to his credit. Mail-order houses regard the farmer as the best credit risk whether he owns or rents his farm. Unless the purchaser is known to the house he usually is asked to give a reference or two, including the town bank. This supplies ample material upon which to base any credit investigation that may be thought necessary.—[Ed. **PRINTERS' INK**.

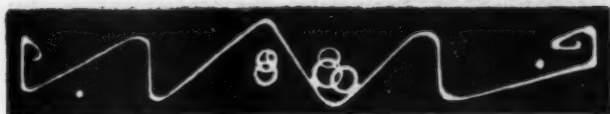
German Toys to Be Admitted

The War Trade Board will authorize the entry into the United States of additional cargoes of toys and possibly dyes, according to reports from Washington. These cargoes are those stores in neutral countries contiguous to Germany.

A thick black rectangular border frames the central text. The top edge features a white, stylized, symmetrical flourish that resembles a wing or a stylized 'M'. The right edge has a vertical line of five small white dots. The bottom edge is decorated with a large, intricate white graphic of a mechanical gear or wheel partially obscured by stylized leaves. The left edge has a small white triangle near the bottom.

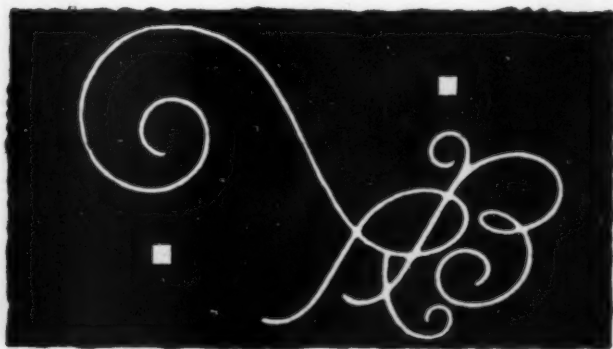
**Disco-
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THE RED BOOK MAGAZINE is a vitally interesting discovery for every new reader.

These individual discoveries aggregate many thousands each month. The present rate of \$1000 a page is based on a guar-

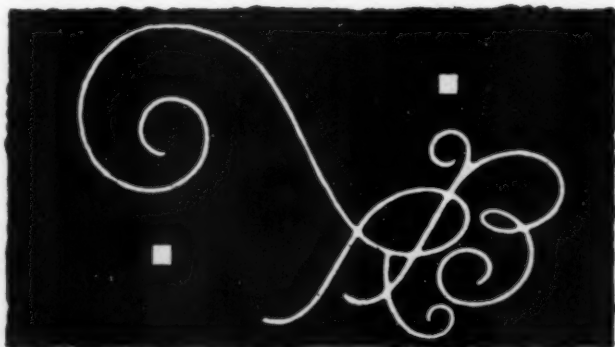


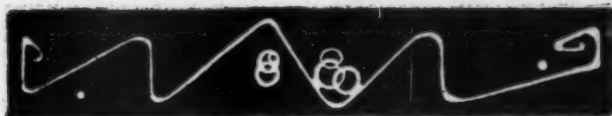


antee of one half million—
net paid; sales to-day
greatly in excess of this
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Have you, as an advertiser,
discovered THE RED BOOK
MAGAZINE?

RALPH K. STRASSMAN
Advertising Manager





Circulation
Exceeds
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*A collective influence representing
readers' voluntary interest*

THE
RED BOOK
MAGAZINE

Advertising the Go-Ahead Spirit to Stimulate Buying

A National Prosperity Campaign to Forget Pre-war Conditions, and to Think in Harmony With the New Era

By Burnham McLeary

BUSINESS is at last jabbing the bayonet into its three arch-enemies—General Confusion, General Hesitation and General Timidity.

The above is not "copy," but a highly significant announcement.

Last week there proceeded from the headquarters of the National Prosperity Campaign at the Hotel Commodore in New York thousands of letters addressed to business men in all parts of the country. These letters were accompanied by a series of advertisements prepared for reproduction in newspapers, magazines, business papers, house-organs and other mediums, and they urged as the initial shot in a National Prosperity Campaign the importance of impressing upon both buyer and seller—particularly upon the man who buys to resell—the following fundamental facts:

1. That high prices are, as Irving Fisher, Professor of Economics at Yale, expresses it, a "stubborn reality" and that they are not coming down.

2. That it is to the interest of the employer to pay high wages for efficient labor because the higher the purchasing power of the wage-earners as a group, the better not only for the country as a whole, but for his own particular business as well.

3. That we are all simultaneously buyers and sellers and that any attempt to take unfair advantage of either the buyer or the seller eventually reacts to the hurt of all business.

4. That there is little distinction between the man who refuses to sell at a fair price and the man who refuses to buy at a fair price—either one can turn the whole country topsy-turvy.

5. That all the world is clamoring for food, shelter, clothing,

machinery, ships, railways, capital and credit; that we have all these things and can have them in still greater abundance if we work together in production.

6. That no person, no business, no nation ever got anywhere by waiting on someone else, and that the wise thing, the prosperous thing, the business-like thing for American business to-day is to "Carry on."

The foregoing statements sum up in brief the major arguments put forth by the Executive Committee of the National Prosperity Campaign, a campaign which is sponsored by some of the best known business leaders in America.

NO GOOD REASON FOR STAGNATION

"This campaign," said J. J. Rockwell, its advertising manager, "grew out of a conversation in a Pullman smoker. The parties to this conversation were Charles F. Lang, president of the Lakewood Engineering Company of Cleveland, and Roy G. Owens, sales manager of that same concern. It centered around the interdependence of all business. Salesmen were reporting in all parts of the country an interest in their particular lines, but a reluctance on the part of the would-be purchaser to buy, because apparently he had lost his sense of values."

It had impressed itself upon these gentlemen that the reluctance on the part of the buyers to sign on the dotted line originated from the tenacious belief that prices were soon to drop. The war had caused the high price level—so the argument ran—the war was over, the cause was removed, before long prices would come down. They

failed to realize that the new high level of prices was due to a variety of causes, some of them bound up with the war, but many of them of a sort that marked as definite a "price revolution" as that which resulted from the great influx of gold and silver from the mines of the New World in the sixteenth century, and in our own time from the discovery of the

quote from the copy, reproduced on this page:

A short time ago a farmer asked a buggy manufacturer for a price on a certain type of vehicle.

Upon receipt of the quotation the farmer wrote the manufacturer accusing him of "profiteering" and similar high commercial crimes and misdemeanors. In justification of his charges he reminded the manufacturer that he (the farmer) had once bought a very similar buggy from the same factory at a price far and away below the price now quoted.

This particular manufacturer operates one of those systematic business concerns that maintains a record of all its transactions.

Upon receipt of the farmer's letter of complaint the manufacturer looked up the previous sale to which the farmer referred.

He found that such a sale had been made, as the farmer stated, and that the farmer had paid for that buggy not in money, but with a shipment of wheat.

The manufacturer thereupon replied to the farmer giving the complete record of the transaction and said: "If you will ship to me for your new buggy the same amount of wheat you shipped for your old one I will gladly ship the buggy and in addition will ship you a piece of household furniture and a good kitchen stove!"

"As a result of this train conversation," said Mr. Rockwell, "these gentlemen came to the conclusion that the only way they could bring business back to normal in their own particular line was by helping to bring it back to normal activity in all other lines. And the only way that such a course appeared feasible to them was by a campaign that would place before the business men of America the fundamental economic principles that were responsible for high prices, and would prove to these business men that the main thing standing in the way of present prosperity was not the high prices, but hesitation, timidity and confusion—all bugaboos.



AN ACTUAL INCIDENT WITH A BIG MORAL

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ship the buggy and in addition will ship you a piece of household furniture and a good kitchen stove!"

Another actual incident.

During a train conversation a mechanic complained bitterly that he had just been obliged to pay \$8.25 for a job of shoes that he "used to" buy for \$2.00. Further conversation developed the fact that the mechanic's present pay is \$9.00 per day and that the last wages he ever "used to" get was \$4.00 per day.

In his article on "The New Price Revolution," Irving Fisher, Professor of Political Economy, Yale University, says: "When we investigate almost any one of the so-called high prices for industrial products we are likely to find that individually it is not high; that is, not high relatively to the cost. . . . We are on a new high price level, which will be found a stubborn reality."

Let us stop thinking of things as they were five years ago. Commercial, financial and social conditions have changed more in the last five years than in the previous fifty years. The old conditions are never coming back.

Let's Go!

ADVERTISING THAT OUGHT TO PROD "BUYERS" INTO BUYING

rich gold fields of South Africa, Cripple Creek and Alaska.

These gentlemen further observed that while our new price level appeared "high," judged by pre-war standards, prices in many instances were relatively lower.

The force of this observation is illustrated with telling effect in one of the pages of copy included in the sheaf just sent out by the National Prosperity Campaign, and it represents one of the tangible ways in which this exchange of ideas has materialized. To

quote from the copy, reproduced on this page:

"These gentlemen talked with others similarly minded and they secured the sponsorship of such men as John J. Arnold, vice-president of the First National Bank, Chicago; John Hays Hammond, of Washington, D. C.; James H. McGraw, president of the McGraw-Hill Company, Inc.; Julius Rosenwald, president Sears, Roebuck & Company, and Frank A. Sieberling, president of the Good-year Tire & Rubber Company. The plan appealed to the executive committee as entirely practicable, and the campaign was formally launched at a dinner held April sixth, at the Automobile Club of New York, by the New York Business Publishers' Association.

"In view of the fact that business is the party to be benefited," said Mr. Rockwell, "the burden of financing this campaign will be largely borne by co-operating business men from coast to coast. Our plan is to prepare and send out the advertisements ready for reproduction, and to urge in every community, through the Chambers of Commerce and similar organizations, the value of such advertising as a stimulus to the resumption of business—especially in conjunction with similar advertising all over the country. We do not believe it is necessary or advisable to flood the newspapers and magazines with copy, as was done in putting the four Liberty Loans across. We believe, on the contrary, that each community should decide how much is needed to get these fundamental facts across and that they should appropriate the necessary money through their business organizations. Only by unity of purpose and the abandonment of selfish interests can business be brought back to a normal and healthy condition. We are in a new world, and in order to go ahead with confidence into this wonderful new era of business, we have got to get everybody thinking, doing and going, everybody acting without waiting for someone else. If we do that, nothing in the world can stop America."

The copy which is being utilized in this campaign reflects with accuracy and power this go-ahead spirit that is the key-note of the entire campaign—a campaign of optimism based on understanding. In it are cited the statements of such leaders of thought as Professor Irving Fisher, of Yale University; George E. Roberts, of the National City Bank; S. W. Straus, president of S. W. Straus & Co., Chicago, and Thomas R. Marshall, Vice-President of the United States.

Two fundamentals emphasized in this copy are the advantage to the producer of high wages, in that it makes possible increased purchasing power on the part of the wage earner, and the interdependence of all business. It is pointed out that for the buyer to withhold his orders, waiting for a looked-for readjustment, is just as destructive to the commercial fabric as for the manufacturer to charge so-called "high prices;" and attention is called to the fact that the very individual who shouts the loudest about the outrageous prices that the other fellow is charging is the very one who insists that his own prices must, if anything, be jacked up a notch or two higher!

GO AHEAD ON THE NEW PRICE LEVEL

The copy gains additional support through the citing of passages from books, speeches and papers by noted bankers, economists and business men. This, for example is the opinion of Professor Fisher, quoted from a paper read before the Conference of Governors and Mayors at the White House March 3-5, 1919:

"Business men should face the facts. To talk reverently of 1913-14 prices is to speak a dead language to-day. The buyers of the country, since the armistice, have made an unexampled attack upon high prices through their waiting attitude, and yet price recessions have been insignificant. The reason is that we are on a new high-price level, which will be found a stubborn reality. Business men are going to find out that the clever man is not the man who waits,

but the one who finds out the new price facts and acts accordingly."

This statement, in turn, is supported by the following vivid picture of what is in store for the business man who neglects to get in line. The words are those of Vice-President Marshall, and they are taken from an article by him in a recent issue of *Leslie's*:

"Prices are not coming down in America. The manufacturer who is halting upon the theory that the bottom is going to drop out of raw material will find the bottom out of his business before it is out of raw material. The retail merchant who is waiting until he can purchase cheaper goods will have his store closed by the sheriff and no way to get the cheaper goods upon his shelves. The man who is now husbanding his resources upon the theory that prices are going to take a tumble may succeed in washing his shirt into shreds before he can buy a much cheaper one."

Still a third quotation is from an article by George E. Roberts, of the National City Bank, in the February *American Magazine*. It deals with high wages from the standpoint of advantage to the employer:

"I believe in labor being well paid. We have always had the highest wage scale in the world, and we want it to be always the highest in the world. But we have learned one thing of importance. It is that the vital point about wages is not the rate per day or per week, but the rate per unit of production. That is the key to the industrial problem. *Efficient labor is worth high wages. But the man who demands high wages without giving efficient production in return injures himself and is unfaithful to the wage-earning masses.*

"Suppose he is making hardware. If he gets high wages for poor work he increases the cost of hardware. The result is that the man who is working in the cotton mill in Massachusetts will have to pay more for his stove, or his tin pans, or whatever he buys in that line. He will be

forced to demand more for his own labor. The cost of cotton goods then goes up, and the original man, the hardware worker, has to pay more for his shirt, his underclothes, all the cotton things he buys for his family.

"As for the employer, it is to his interest that employees as a class shall be well paid. The higher their purchasing power the better it is for business in general. We have got to get this into our heads as a people: that we are not independent of one another; that the honest prosperity of each one is beneficial to the rest of us. That is the secret of prosperity: mutual interest, co-operation. Efficient workers, well paid workers we must have. But they must realize their obligation to be efficient as well as their desire to be well paid. And the employer must understand that the vast body of workers with a great purchasing power forms the true foundation of prosperity."

Statements such as these are suggestive of the need of this country for education in the fundamental principles of economics—a need greater to-day than at any time in our history. *The pervading note of the campaign is not false optimism, but an intense appeal to American business men to recognize that the past and its conditions have gone never to return, and that it's up to all of us to set prosperity a-humping.*

The spirit of this forward-looking enterprise is best expressed in the slogan which the committee has adopted and which it urges everybody to help put across. One could hardly compress into two words a message to the American people more vital to their present needs than that embodied in the ringing slogan of this new campaign. That slogan is good old "United States" for "Decision, Courage, Confidence!" It is a clarion call to action—on, unafraid, into an era more wonderful than we have ever known. That slogan is

LET'S GO!

What do you say? *Let's!*

—barking up the wrong tree

How many years have you listened with approval to some advertiser ranting against the *retailer* as the *cause* of the substitution evil?

This indignant complainant was dealing with *effect*.

Now tear aside irrelevancies and see who is the *cause* of this substitution evil.

The indiscriminate magazine advertiser, the advertiser who lets his advertising run wild—*he* and not the retailer, is the *cause* of substitution!

Newspaper advertising, more than anything else, minimizes this substitution objection. It creates a sufficient concentrated demand to *justify* and *insure* adequate local distribution.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

The Iron Age

STEEL TRADE DEFLATED OF WAR ORDER

SHARP CUTS IN RATES

Are the Accurate

the Iron and Steel World

STEEL PRICES WAKEN

meeting many obstacles of customers of manufacture

\$2,196 tons in October, the

February

[illegible]

EVENING SUN, TUESDAY
**IRON AGE PREDICTS
CUT IN IRON PRICES**
 Drop Needed to Attract Buyers, Says Trade Journal.
**EXPORTS WILL
SAYS IRON**
 Bookings Show Steel
Measurably Nearer Demand

[illegible][illegible]

NEW YORK EVENING POST'S REVIEW

THE BOOK OF DAVID by David Shields and Henry Miller. New York: Random House, 1968. 240 pp. \$12.95.

THE BOOK OF DAVID is the most controversial of the new books of the year. It is a collection of 100 short stories, many of which are explicit in their treatment of sex. The book is a collection of 100 short stories, many of which are explicit in their treatment of sex. The book is a collection of 100 short stories, many of which are explicit in their treatment of sex. The book is a collection of 100 short stories, many of which are explicit in their treatment of sex.

From War

The New York Times

The New York Times

Iron Age Review. The "Iron Age Review" is a new publication of the Iron Age Co., Ltd., of London, England. It is a quarterly review of the iron and steel industry, and is published by the Iron Age Co., Ltd., of London, England. It is a quarterly review of the iron and steel industry, and is published by the Iron Age Co., Ltd., of London, England. It is a quarterly review of the iron and steel industry, and is published by the Iron Age Co., Ltd., of London, England.

[illegible]

Half Current Output

Fig Iron Makers are Well Stocked and Shut-Downs Are Expected

Deflation from the war leads to the steel industry in a period where new orders being booked by leading manufacturers are said to represent less than half the current production level. It is expected that, according to "The Iron Age," there is not much over a month's work ahead.

The manufacturing business, from the steel industry, is suffering accordingly, and steel makers now are expected to

...AL EXPORT INQUIRY
BY CUT IN OCEAN
...Wages Up English to Position
From This Country—Pushed For
Hold to Stomachs Here for Foreign
...The Iron Age says: Export Infringe
...chary cut given to ocean freight
...the Atlantic. The industry of
...has not been materially
...cause coming abroad.



In its more than 63 years of market reporting, The Iron Age has become the exchange or clearing house for iron and steel values. This is true to such a degree that contracts involving millions of tons of iron and steel products annually are made with the stipulation that The Iron Age quotations shall be made the basis of settlements.

The daily presses of the two continents seek weekly an advance statement of conditions in the metal-working industries. The Chicago Examiner recently voiced the attitude of the business world toward The Iron Age. It said:

"To the too many who are prone to take the current stock markets for a commercial dial, the views of Mr. B. M. Baruch and the statistics of The Iron Age are recommended. Both are eminently assuring in that a shrewder judge of business affairs than Mr. Baruch cannot be presented, while the reliability and conservatism of The Iron Age are proverbial."

The Iron Age speaks for itself and can be trusted to speak for you.

THE IRON AGE

The World's Greatest Industrial Paper

230 West 39th Street

NEW YORK CITY

Charter Member A. B. C. and A. B. F.

Facts About Trucks in Farm Use



We have recently finished a survey of the motor trucks being used by farmers in the Northwest. The results of this survey were compiled in booklet form, and the booklet has already been given some distribution. It has brought forth so many favorable comments,

and so many extra copies have been called for, that we feel justified in giving it Printers' Ink publicity.

This booklet is worthy of examination by any one who is interested in the marketing of motor trucks or who wants to keep in touch with the developments of farm economies as they are reflected in farm motorization. A copy will be gladly sent anywhere upon request.

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minn.

Western Representatives

STANDARD FARM PAPERS, INC.
1341 Conway Building
Chicago, Illinois



Member Audit Bureau of Circulations

Eastern Representatives

WALLACE C. RICHARDSON, INC.
381 Fourth Avenue
New York City

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Advertising Methods That Run Down the Trade-Mark Pirate

How the Waters-Weismann Company Is Protecting the Trade-Name "Heatherbloom"

By Lawrence Selden

HAVE you among your assets a certain item, "Trade-Marks, Good Will, etc.," and can you without a qualm set up against it on the balance sheet an amount running into six figures or more? If you have, you will be provoked at certain undermining influences in the petticoat trade and be interested in the protective measures taken against them by the Waters-Weismann Company, recent purchaser of the "Heatherbloom" business.

Curiously enough, "Heatherbloom," while always associated with petticoats in the feminine mind, is in reality the trade-name for a certain processed material, a petticoat material. A. G. Hyde & Sons, who made and exploited this material over a period of nearly twenty years, did not themselves manufacture petticoats, but rather sold the goods to the cutting-up trade, who in turn made them into the finished garments. With every twenty-seven and one-half yards of material this firm allowed to the petticoat maker a dozen labels, the agreement being that this material should make twelve petticoats and that each petticoat should have a label sewn in before it was sold to the retailer. Meanwhile, through the medium of national advertising A. G. Hyde & Sons created a country-wide dealer and consumer demand for "Heatherbloom" fabrics.

"It looks and feels like silk, yet costs one-third as much and lasts three times as long" was the particular appeal, sounded again and again in their copy, that resulted in making this trade-name perhaps the most famous petticoat label in the world. Nearly \$2,000,000, are said to have been spent in popularizing this trade-

mark. It is probably conservative to say that the product and its characteristics are known to womankind wherever petticoats are worn. Incidentally, this area, after a more or less skirtless interval of time, again includes the United States of America.

ABUSES INFLICTED ON THE MANUFACTURER

During all these years, however, the manufacturers of this material have been confronted with what seemed to be an unsolvable problem. Though they made the material ever so good, the people who converted it into petticoats had it always in their power to make up the goods into unattractive styles, to substitute an inferior material, either in whole or in part, to give scant measure, and in short to do irreparable damage to the trade-mark and the good will it represented. Such trade abuses were exceedingly difficult to trace, for the reason that among the four or five hundred manufacturers of petticoats and the 19,000 or more retailers on their lists, there were always the inevitable small minority of crooks. A warning to the public to "be sure that this full label is on the waistband of every Heatherbloom petticoat you buy" was the only bulwark against deception. Even though similar warnings are heralded every day in every city and town in America, it is the sad experience of us all that there's still a substitutor here and there who likes nothing better than to put something over on the unsuspecting public.

With the purchase of the "Heatherbloom" business by a petticoat manufacturer, however, the solution of this exasperating problem appears to be in sight. At

least, a determined effort is being made by the manufacturer toward this end, first, through prompt and vigorous measures to stamp out each individual abuse of the trade-mark the moment it comes to light; second, through strict control over the manufacture of all garments bearing the label in question; third, through an absolute check on sales—by whom and to whom made—and fourth, through continued vigilance against the recurrence of evil trade practices on the part of the few unscrupulous.

"At the time of our purchase of the 'Heatherbloom' business early this year," said Nelson S. Waters, secretary and treasurer of the Waters-Weismann Company, "we found this situation: Right here in New York, and in other parts of the country as well, there were retail merchants advertising what purported to be genuine 'Heatherbloom' petticoats as low as 68 cents. Considering the price of the original material, and the added cost of manufacture, we knew at a glance that such garments could not be anything but spurious imitations.

"Our first move toward stamping out this sort of thing was to check up the stock on hand and in process and to make sure that there were sufficient labels in the hands of the cutting-up trade. We then came out with full-page announcements in practically all the trade papers in the women's-wear field to the effect that we had acquired possession of the Heatherbloom label and that we proposed to protect our property.

PLACED A VALUE ON THE LABELS

"This advertisement featured the trade-mark and backed it up with this statement: 'As in the past, every genuine Heatherbloom Petticoat may always be identified by the full Heatherbloom label, which guarantees worth, wear and workmanship. In the purchase of Heatherbloom and its rights, we find that every manufacturer has sufficient labels to cover the small stock of Heatherbloom fabrics which he now has.

If any manufacturer claims that he has not sufficient labels to cover his stock, we will be pleased to supply him with additional labels provided he can prove that his present yardage of Heatherbloom is in excess of his supply of labels.'

"After we had made this announcement to the trade," Mr. Waters continued, "we set out in dead earnest to get after the offenders. Every day we went over the advertisements (clipped from newspapers all over the country) in which Heatherbloom petticoats were offered for sale; and wherever it appeared that a merchant was offering a garment bearing our trade-mark at a price for which it could not be produced, we got after him either in person or by letter.

"In ninety-nine per cent of the cases, we discovered that it wasn't the merchant's fault at all. The garment he was offering for sale bore to all intents and purposes a genuine 'Heatherbloom' label. Unless a person was used to seeing it every day, he would almost have to look a second time to discover that it was only a half-label. The manufacturer, you see, had cut his labels in two, and was using only part labels to mark the genuine goods. This gave him a surplus that he could attach to the fakes."

"But weren't the sales girls suspicious?" Mr. Waters was asked, the same being a leading question.

"It was too cleverly done in most cases," replied Mr. Waters. "On either side of the half label you could see the same stitch marks that would have been there if an entire label had been used. One saleslady in a New York department store protested that she was sure it was a 'Heatherbloom'—they had merely sewn it on in a hurry. And she turned up the edge of the label and showed the white facing as an additional proof. In other words, the unscrupulous manufacturer had faked it so thoroughly on the saleslady that she had thought up this argument to satisfy her cus-

PARTICIPATE IN BALTIMORE'S PROSPERITY

¶ Unless all signs fail, this year will be one of great growth for Maryland's big city, and for Baltimore's big newspaper.

¶ Frank Novak, a local builder, has announced his intention to build 2,400 dwellings in a Baltimore suburb. *Home delivery carriers of The Baltimore Sun cover this suburb.*

¶ Permits issued by the Baltimore Building Inspector indicate a period of great building development—all records being broken for the first three weeks of March. *More homes mean more readers for Baltimore's Home Paper.*

¶ Charles M. Schwab will spend another \$20,000,000 at his great steel and shipbuilding plant on the Patapsco nearby. *More and bigger factories provide more wage earners to be reached by Sun advertisers.*

No advertiser in planning a national sales campaign can afford to ignore the opportunity for business now offered by the Baltimore market.

¶ To cover Baltimore with greatest efficiency and economy use Baltimore's favorite home newspaper—

THE Baltimore Sun

—the one paper that covers the Baltimore territory completely

The Sun carries more advertising than all other Baltimore papers combined

tomers when they challenged the genuineness of the garment.

"One of the most interesting cases from the standpoint of deception," said Mr. Waters, "came to our attention in a curious way. One of the ads sent in to us by the clipping bureau revealed the astonishing information that a certain retail merchant was offering for sale 'genuine Heatherbloom white sateen.'

"Now, to our knowledge, there's no such thing as 'Heatherbloom' white sateen, and as a matter of fact, we found no such thing on sale in this merchant's store. We did find, however, petticoats of very cheap material offered for sale at a ridiculous price, and flaunting in bold type the 'Heatherbloom' name. A closer inspection revealed two tiny words just above the name, and the whole thing read 'Trimmed with Heatherbloom.'

"The store that was guilty of this piece of deception was the only store, out of the six or seven we had occasion to get after, that gave us trouble. We wrote to this merchant, just the same as we wrote to the others, informing him of the trade abuse that had come to our attention, assuring him of our confidence in the honesty of his intentions, asking him to tell us the name of the manufacturer who had sold him the goods and write us a letter assuring us that misrepresentation of this character would be guarded against in the future. In all these letters we endeavored to make it plain that we were not seeking litigation, were not after damages, but were merely taking necessary measures to protect our trade-mark. And in every case but this, I may add, the assurances we asked for were almost immediately forthcoming.

"In this case, however, our letter evidently was handed to the wrong party, as he came back with a very fresh letter in which he challenged anyone to question the honesty of their house, told us that what they chose to do was none of our business, and suggested that if we were fishing for

trouble we'd better fish in another pond.

"We answered that letter by applying for an injunction. Mind you, we did not force the issue on the question of the trade-mark, but prosecuted the case on broad general principles of law, charging unfair competition.

"They replied with elaborate affidavits testifying to their honesty, and charging that it was only a printer's blunder; and they were about to argue their side of the case when the judge in a kindly way informed them that the best thing they could do would be to submit to the injunction and pay the costs—that they didn't have a chance in the world! This they did. Since that affair, word came to us from this store suggesting that we send up a representative—to write an order for 'Heatherbloom' petticoats.

"In other words, the action we have taken in these cases has strengthened us not only with the honest merchant, who has been up against this unfair competition, but also with the very merchants who knowingly or unknowingly have been a party to misrepresentation."

"And how about the petticoat manufacturer?"

"Practically all their excuses were of the same sort—'short of labels.' Sometimes, of course, they made a great bluster about the goods they sold being genuine Heatherbloom, but in such cases we merely asked them if they had the nerve to bring out the fabric and let us go over it with them and analyze and pull it apart. At this point they invariably backed down and blamed it on the girls.

"As for their alleged shortage of labels, we had anticipated that by our announcement offering to supply them with additional labels in case they could prove that they honestly needed them."

LESS CHANCE FOR FRAUD IN FUTURE

"But this whole situation is giving us less and less difficulty. The fact is, we have taken the manufacture of 'Heatherbloom' petticoats out of the hands of the

F R E Y

W. G. RATTERMAN is one of the many new illustrators recently added to the Frey organization. MR. RATTERMAN's talents are diversified. He not only handles color in a masterly style, but has a pen technique of unusual crispness and freedom. He is, above all, a draftsman of power and distinction. MR. RATTERMAN has had a wide experience in the field of practical art—he is a real addition to “the organization that makes art talk business.”



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 SOUTH MICHIGAN AVENUE
CHICAGO



Fuller &

Advertising Cl

The American
The "Mul
The Austin Co
Standard
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Borton & Bort
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The Central Br
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The Craig Trac
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Corresponden
National Lamp
Marda Lam

Besides **LYNITE** the clients of Fuller & Smith are:

The American Multigraph Sales Company,
The "Multigraph."
The Austin Company,
Standard and Special Factory-Buildings.
The Beaver Board Companies,
"Beaver Board."
The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines.
Borton & Borton,
Investment Securities.
The Bourne-Fuller Company,
Iron and Steel Jobbers.
Burroughs Adding Machine Company,
Figuring and Bookkeeping Machines.
The Central Brass Manufacturing Company,
"Quick-pressure" Faucets.
The Cleveland and Buffalo Transit Company,
Lake Steamship Lines.
The Cleveland Osborn Mfg. Company,
Moulding Machines and Foundry Supplies.
The Cleveland Provision Company,
"Wiltshire" Meat Products.
The Craig Tractor Company,
Farm Tractors.
Duplex Lighting Works of General Electric Co.,
Duplex Lighting.
The Glidden Company,
Varnishes and "Jap-a-lac" Household
Finishes.
Ivanhoe-Regent Works of General Electric Co.,
"Ivanhoe" Metal Reflectors and Illumi-
nating Glassware.
Random School of Cartooning and Illustrating,
Correspondence School.
National Lamp Works of General Electric Co.,
Mazda Lamps.

R. D. Nuttall Company,
Tractor Gears.
The Peck, Stow & Wilcox Company,
Pexto Mechanics' Hand Tools; Tinsmiths'
Tools and Machines; Builders' Hard-
ware.
Pittsburgh Gage and Supply Company,
"Gainaday" Electric Washing Machines;
"Gainaday" Electric Cleaners.
H. H. Robertson Company,
Asbestos Protected Metal, Gypsum
Roofing, Road Material, etc.
The M. T. Silver Company,
"Silver Style" Women's Suits and Coats.
Hotels Statler Company, Inc.
Operating Hotels Statler, Buffalo, Cleve-
land, Detroit and St. Louis, and Hotel
Pennsylvania, New York City.
J. Stevens Arms Company,
Firearms.
John R. Thompson Company,
Restaurants in 38 cities in the United
States and Canada.
The Timken-Detroit Axle Company,
Front and Rear Axles for Motor Vehicles.
The Timken Roller Bearing Company,
Roller Bearings.
University School,
College Preparatory School.
The Upson Nut Company,
Manufacturers of Iron and Steel Products.
The Westcott Motor Car Company,
Passenger Cars.
Westinghouse Electric and Manufacturing Co.,
Central Station, Railway and Power Plant
Equipment, Motors, Fans, Heating De-
vices, Automobile Starting, Lighting
and Ignition Equipment.
Willard Storage Battery Company,
Storage Batteries.



indiscriminate and lodged it with a group of big manufacturers whom we have licensed to manufacture the genuine garment. Stocks in the hands of other manufacturers are practically exhausted. With their elimination, opportunity to imperil the trade-name and good will value of Heatherbloom on the part of the unscrupulous will be at an end.

TO IDENTIFY INDIVIDUAL MANUFACTURER'S LABEL

"We are going to continue our vigilance, however," Mr. Waters went on to say, "just as a redoubled guarantee to our co-operating manufacturers, and as an assurance to the consumer that when she buys 'Heatherbloom' she is getting the real article. All sales will be reported to us by the manufacturers, and we have in mind a variation in the color of the label edging, to indicate the source of each garment.

"Our own styles have been standardized. There will be more numbers offered to the trade than ever before, and they will be in every way dependable, because all our associates are pursuing the same course. The race will be to make the most stylish and popular design at the lowest prevailing price.

"As for present possibilities in petticoats—speaking strictly from a sales angle—the trade has not been so active in ten years as it is to-day. The war has taught many well-to-do women new lessons in economy, and when it has meant getting better value for their money they have not been slow to profit by them. We shall endeavor to hold these new customers by emphasizing in our copy the style appeal. A new 'Heatherbloom' petticoat with a silk flounce is one of our leaders. We shall also continue to urge upon the consumer the importance of asking for and identifying our label. We shall advertise that trade-mark in a bigger way than ever."

"What have you learned in this recent fight to protect your trade-mark?"

"Simply this," Mr. Waters replied: "There is scarcely a course of action either in the advertising or the selling of an article that will so strengthen the prestige of a house as a good stiff campaign to protect its trade-name. Instead of meeting with opposition on the part of the trade, I have found that the good merchants all welcome it.

"It has not cost us a great deal of money, and the fact that we have shown our determination to back our trade-mark to the limit has convinced the trade that we have something good that's worth fighting for. I personally believe that if more manufacturers in the ready-to-wear trade would come out in active defense of the public against fraud and misrepresentation, and in the active protection of the honest merchant against the unfair competition of the dishonest or crooked dealer who uses an advertised trade-mark or name to palm off inferior goods, to the prejudice of everybody, they would build for themselves a standing both with the merchant and the consumer that would many times repay them in good will, increased sales and increased profits."

R. G. Elvin Released from Army

Ralph G. Elvin, a member of the firm of The Field Advertising Service, Indianapolis, has been discharged from the army and has resumed his duties with that organization. Mr. Elvin was twenty months in the Service, and when discharged held the rank of first lieutenant of infantry.

Howard L. Stilwell With A. D. S.

Howard L. Stilwell, until March 1 in charge of sales, both wholesale and retail, of the H. Jevne Company, Los Angeles, has become assistant to the president of the American Druggists Syndicate, with headquarters at the home office in Long Island City, New York.

Classey Agency Removed to Chicago

The Classey Advertising Company, Cincinnati, will be located in Chicago after March 28.

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Is Cigarette Advertising Teaching Women to Smoke?

This Writer Thinks Certain Advertisers Are Playing Into the Hands of Their Enemies

By An Advertising Agent

[EDITORIAL NOTE:—The views in the following article are not put forward as an expression from PRINTERS' INK. They may, however, lead to a profitable discussion of a type of advertising now considerably in vogue.]

THE verdict on John Barleycorn was suicide. He brought on his death prematurely because of the disreputable environment with which he surrounded his principal sales outlet—the saloon.

The alliance between wine and "women" was a little too strong for the public sense of decency, and the part played by the saloons in politics was another contributing cause of the demise of the late Mr. Barleycorn. The open efforts made by saloon men to induce boys to learn to drink, are only too strongly substantiated by printed appeals.

With this example to guide them, one would think that the cigarette makers would keep their house in order and would strive to remove from their industry any cause for objection, such as those which put the skids under Mr. Barleycorn.

Instead, they are playing into the hands of their enemies. They are creating "Antis" out of men who, like the writer, would have been at least neutral and tolerant in their attitude toward them, had they not gone out of their way, as they are now doing, to offend and anger decent women and right-thinking men.

There is a large market for cigarettes among grown men. That market ought to satisfy the makers and purveyors of the product. But it is not enough. Instead, the manufacturers have started an insidious campaign to create women smokers, and the retailers are known to be violating the laws covering the selling of tobacco to minors. This situation

is a challenge to every right-thinking man. Apart from the moral issue involved, is it not strange that the cigarette interests themselves cannot see that all this is great ammunition for the Anti-Cigarette League or whatever is the name of the opposing organization or organizations? It makes it so much easier for them to gain converts, just as the fatheaded tactics of the liquor crowd hastened the day when the whole industry was to be wiped out. Just say to any decent, ordinary American family man: "Look, John, the cigarette crowd is trying to enslave women as cigarette smokers. Do you want your daughters to grow up with the habit? And I see that So-and-So's cigar store has been fined again for selling smokes to children. Don't you think we ought to stop that sort of thing?"

ADVERTISING THAT ANTAGONIZES THIS MAN

Now, I have no direct evidence that the cigarette people are trying, co-operatively or otherwise, to enlist women as smokers, but the indirect evidence, as shown in their advertising, is damning enough. For years there have been any number of advertisements showing women smoking, but these have been confined, until recently, to the lesser known brands and have appeared in publications of small circulation. But now all restraint is off. The Murad and Helmar cigarette advertisements, each showing a woman with a "coffin-nail" between her lips, is the type of advertising that I object to.

The cigarette people are foxy. They have put Oriental costumes upon their women in these pictures, so that the doubting reader

may be led to think: "Well, I suppose they all smoke in Turkey or Persia, or wherever this is supposed to be." At the same time, the feminine readers are expected to note the air of independence, sangfroid, or whatever it is meant to be, that lights up the features of the lady who has lighted up. It is insidious propaganda among the ingenuous, although laughably obvious to the cognoscenti.

The fact is that the ladies in the pictures are not Oriental at all. They look as if they had never been east of Borough Hall, but are appearing in a cabaret or at an artists' ball, disguised as houris or Ouled Nails. The reader who is intelligent enough to read **PRINTERS' INK** will not require further exposition of the relations among apparent intention, actual intention, and obvious effect.

The cigarette people ought to realize that they are on the defensive. If a campaign is launched against them, they will have to do the explaining. They have a much better case than the booze crowd had, but nevertheless the scientific facts are against them and they would do well not to goad the better class of the public to enter the lists against them. It will be recalled that while the opposition to liquor was probably a minority, it was such an intelligent and resourceful minority that it swept all before it when it really got under way. And here again it is likely that history will repeat itself.

A BROAD TARGET FOR THE ANTIS

The protagonists of the ciga-

rette, already alarmed, are filling the columns of the papers with letters to the editor, and these letters are replete with generalities, mostly of a sentimental nature, about the solace of tobacco and about personal liberty. But when the "Antis" begin to wind up and put all they have on the ball, the cigarette people will wish they had stuck to the adult male market and had not tried to take in

too much territory. The "Antis" don't need to argue. All they need to do is to quote the authorities. They can, for instance, quote the Life Extension Institute, the insurance companies, and the Fire Underwriters.

The Life Extension Institute publishes a book called "How to Live," of which over a hundred thousand copies have been distributed by the Funk & Wagnalls Co., and most of these copies, it is reasonable to assume, are in the hands of intelligent and influential persons. There is a chapter on "Tobacco" in this book and it treats the subject in a dispassionate, coldly scientific manner. After giving the facts, it finds ten indictments against tobacco, and leaves it to the intelligence of the reader as to

whether he wishes to incur or continue the habit. There is no advice or recommendation one way or the other. If the "Antis" carry on their campaign in the same spirit—that of "You see what it does to you; do you think it pays?"—they won't have to argue or scold.

A committee of fifty is going to investigate the effects of tobacco more thoroughly than they



THE TYPE OF ADVERTISEMENT ILLUSTRATION THAT IS OBJECTIONABLE TO SOME PERSONS

COMFORT'S

Quarter Of A Mill Per Line Per Hundred Subscribers The Lowest Rate In The World

To reach back country folks it costs, at page rates, per line per 100,000 circulation:

in the average small-town magazine	45c
in the average farm magazine	43c
in COMFORT	25c

Oh, yes! COMFORT'S big space rates are too low, at present publishing costs—have been, in fact, too low for years. On May 10 they go up.

You can have these lowest-in-the-world large-space rates in the May and June issues.

You can, by ordering non-cancellable, obtain them for one year. By so doing, you secure not only the lowest rate in the world, a quarter of a mill per line per hundred subscribers; but by using it now, you reach the field of Government-guaranteed prosperity, in which COMFORT has a sphere of influence all its own.

It takes prompt action to secure this world's-record low space, rate.

W. H. GANNETT, Pub., Inc.,

AUGUSTA, MAINE

WALTER R. JENKINS, Jr., Representative
New York Office: 1629 Auden Hall

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

have ever been investigated before, and along the lines of the famous investigation of the effects of alcohol which was used with such telling effect by the prohibitionists.

I do not believe in the prohibition of the use of tobacco. I was not even in favor of prohibiting the use of cigarettes, harmful as they have been proven to be—but when the cigarette people began to print the kind of pictures that have been appearing lately I felt the same way that I did when I read of the efforts of the Bolsheviks to degrade women in their country. Now I am "agin 'em" and when the "Antis" tell us where to mail the check I'll send a good big one and get my friends to help, too.

J. W. Sanger on Speaking Tour

J. W. Sanger, trade commissioner of the Department of Commerce, Bureau of Foreign and Domestic Commerce, starts this week on a speaking tour of the country to tell of his South American advertising investigation. He will address advertising clubs, chambers of commerce, export organizations, advertising agents and advertisers generally who are interested in the South American market.

This week Mr. Sanger's itinerary includes Washington, Pittsburgh and Cleveland. Following this he plans to be in Buffalo April 20 to 21, Detroit April 22 to 23, Chicago April 24 to May 1, Minneapolis May 2 to 4, Saint Paul May 5, Saint Louis May 6 to 10, New Orleans May 11 to 13, Atlanta May 14 to 15, Nashville May 16 to 17, Cincinnati May 18 to 22, Philadelphia May 23 to 27, Boston May 28 to June 1, and New York, June 2.

"I shall have no press-the-button, ready-made solutions to offer advertisers," says Mr. Sanger in a letter to **PRINTERS' INK**. "Rather do I hope to confer with them concerning these matters of mutual interest, giving them frankly and freely my observations of advertising conditions in South America as I saw them during my study of them there."

Standard Oil in Western Newspapers

The Standard Oil Company of Indiana has started an institutional advertising campaign in western newspapers. The copy is being placed by the Stack Advertising Agency, of Chicago.

L. G. Dennison Makes Change

L. G. Dennison, of A. Eugene Michel and staff, New York, has resigned to become advertising manager of Jabez Burns and Sons, of the same city.

Let Us All Study the Other Fellow's Position

NATIONAL ASSOCIATION PRINTING INK MAKERS, INC.

NEW YORK, April 1, 1919.

Editor of **PRINTERS' INK**:

I want to thank Roy Dickinson for his excellent and helpful article on "Getting Men Together." He hits several nails on the head square and hard. How very difficult it is to get men together—and keep them together. How hard to get them to meet together and in an open and frank way discuss their differences and possible misunderstandings.

Always there are a few big-brained, open-minded men who can and will do so, but generally they are in the minority. The majority, apparently, fail to comprehend how wonderfully it helps to talk things over, to let the sunshine of good will and good intent illuminate the dark corners of cross purposes which invariably develop with aloofness, hearsay and rumor.

Getting together clears the air like a spring thunder-shower. It breeds kindness, generosity and fairness. It promotes a deference and a consideration for the opinions of competitors; a forbearance and tolerance for real or fancied differences. Fancied differences melt away; real ones are composed and almost as easily disappear. Let us have more articles along the same line—the crying need in America to-day is for members of all industries and trades to get together in an earnest, helpful intercourse of ideas and experience. Let us bury the hatchets of suspicion, distrust and jealousy.

The Chamber of Commerce of U. S. A. is doing a great work in this direction. President Harry A. Wheeler and his co-workers ought to have the prompt, hearty co-operation and support of every industry and of every man interested in the betterment of conditions and of the personal relations in his trade.

DAVID E. GOR,
Sec'y.

T. P. A. Elects New Officers

At the annual meeting of the Technical Publicity Association, New York, April 10, the following officers were elected for the coming year: President, W. H. Easton, Westinghouse Electric & Manufacturing Company; vice-president, R. C. Beadle, Combustion Engineering Corporation; second vice-president, D. C. Grove, Ingersoll-Rand Company; secretary, H. J. Downes, American Locomotive Company; treasurer, R. P. Kehoe, De La Vergne Machine Company; members of executive committee, C. A. Hirschberg, L. A. Hornstein, Henry Lee, James Munn.

Ensign Hood with Curtis Pub. Co.

Ensign C. C. Hood, recently discharged from the United States naval aviation force, is now with the Chicago office of the Curtis Publishing Company in the advertising department.

Direct Mail Insurance

THOUSANDS of users of Direct Advertising have long known that Foldwell coated book paper is their best protection—that Foldwell insures their mailing pieces from mail-bag to prospect's desk. We want many more advertisers to know and use Foldwell.

Foldwell is the original high grade folding enamel. From the time of its introduction, it has always made good—not one sheet in tens of thousands of reams has ever failed.

Foldwell leads for all mail advertising pur-

poses. Foldwell stands the hard usage to which direct advertising pieces are subjected in their journey from mail-bag to prospect! You cannot afford to take chances with your direct advertising, and if you would be sure from start to finish, use Foldwell.

FREE—Our new booklet—"Putting the Sales Story Across." Let us send you a copy—a card will bring it.

Chicago Paper Company

828 Wells Street

Chicago, Ill.

Foldwell
TRADE MARK

THE NEW YORK EVENING JOURNAL

has the Largest Circulation of Any Daily Newspaper in the United States—and at 2 cents.

675,118

Average Daily Net Paid 6 Months
Ending March 31, 1919

AS PER STATEMENT REQUIRED BY THE
UNITED STATES GOVERNMENT

MEMBER AUDIT BUREAU OF CIRCULATIONS

THE NEW YORK EVENING JOURNAL

had the biggest March
in its history.

It showed a gain of
 $259\frac{3}{4}$ columns over
March 1918.

In the first quarter of 1919 the Evening Journal printed $7,640\frac{3}{4}$ columns of paid Display advertising or $1,109\frac{1}{2}$ columns more than in any other first quarter in its history—and more than was ever printed by any other New York Evening Newspaper.

Unique Way to Build Up Territory

This Salesman Set Men Up in Business So He Would Have Customers to Sell

By S. C. Lambert

I KNOW a man who—well, a man that I would like to introduce to Trotsky and his pal, Lenine. If these befogged chaps knew my friend I am sure they would get a clean shave and get a real job selling advertising or hardware or dry goods or groceries or something else that folks want a lot more urgently than they do new theories in government.

Yes, you have it. My friend is the living answer to that Russian itch that Roscoe Scott in the February 27 issue of *PRINTERS' INK* says we shouldn't call by its popular name any more.

This man was raised in New Jersey. When about sixteen years of age he ran across Horace Greeley's dictum, "Go West, young man," and forthwith acted on the advice. He landed in Colorado or some other state out there. Got a job at two dollars a week, clerking in a dry goods store. At this rate he wasn't able to stop at the best hotels and as a substitute, slept under a counter and got his meals out of a cracker barrel.

He had served about a year's apprenticeship in the business when one day a traveling man dropped dead in the store while selling the boss a bill of goods. The clerk was ordered to send a wire to the traveler's firm, apprising it of the tragedy. The message was sent as directed, but in addition to announcing the death it contained an application for the deceased man's job. The clerk said he knew dry goods and could complete their old representative's route. Back came a telegram telling him to go on with the trunks.

Allowing for his inexperience, the young fellow did surprisingly well on the trip. When he arrived at the offices of the firm

several months later the managers were dumbfounded to find him only eighteen years of age. However, he sold too much stuff to let age bar him from going out on the territory again. The second trip thoroughly established his right to remain on the sales force, despite his youth.

In those days a fairly energetic salesman, working on a commission and who had a good line, made almost as much money as the movie folks are supposed to be making to-day. Old-timers will tell you how drummers, as they were then called, came to town with their carload of trunks and lived on a scale which would be regarded as modest to-day, but in those times was looked upon as princely.

LOOKING FOR BROADER FIELDS

After four or five years of road experience the ex-Jerseyite climbed up to a degree of success that made him one of the biggest commission earners of his day. When veteran traveling men get together they still tell stories of his selling exploits. He simply sold everybody that there was to be sold. Like Alexander of old, he was constantly sighing for more worlds to conquer, only his complaint was not about the lack of worlds, but about the dearth of merchants in his territory. The district through which he was traveling was not thickly settled. Most of the towns were small and far apart. He couldn't sell in many towns at all because there were no suitable retailers in them.

A time came when this enterprising salesman struck a point where he saw that a further expansion in his sales would depend largely on an increase in population in the territory or else on establishing more dealers of

the better sort in it. That looked like a watchful waiting proposition, as there seemed to be no way that he personally could build up the territory's productivity.

One day, however, a big idea struck the salesman. He had been living on his drawing account and had been leaving the rest of his commission to accumulate with the firm. The morning that the big idea arrived the salesman received a letter from the treasurer of his company, suggesting that the rapidly piling up commissions be invested, as it was not business-like to leave this money idle. The treasurer said his firm didn't need the money or they would use it themselves. The subject of our story had been so busy selling goods that he never before thought about investing his savings.

PYRAMIDING THE INVESTMENT

"Well, that letter from old Money Bags set me thinking," said this man to me the other day in the grill-room of a New York hotel. "It occurred to me right away why not expand my territory by setting up several honest, hustling young fellows in business? I knew a few ambitious chaps working for my customers that I trusted and was willing to stake. It seemed like a good way to use my money and a good way to help deserving young men. I decided to cover the amount of money that my protegee was willing to put up. For instance, if he had \$2,000, I advanced another \$2,000. I picked out the location, as I knew a number of exceptionally good ones; I selected the stock and established the credit of the partnerships. I started two stores in that way the first year. I had \$3,000 in one and \$4,000 in the other. The venture proved enormously successful. If I remember correctly, we made that first year 120 per cent net on the total capital invested. The second year I opened four stores and every year after that I started two or three more until at one time I had an interest in fifty mercan-

tile establishments. In two or three cases I was unfortunate in the selection of my partners and had to dissolve the relationship on that account. About a dozen of the stores turned out to be unprofitable and were discontinued. The remainder, however, were good money makers and having resigned my traveling position, I devoted myself exclusively to their management for a number of years.

"One of the towns that we located in grew amazingly. Our store there became a full-fledged department store. Finally I married and settled down in this little city. I gradually became interested in various local enterprises. I was made vice-president of one of our banks. I bought an interest in a promising manufacturing establishment. I purchased a stock farm close to town, and acquired other interests. About this time I decided that I had enough money and that my business in my home town would keep me as busy as I cared to be for the rest of my life. Hence, I sold out the stores to my partners, keeping only the big one in the home town, which I still own."

This man started on a shoe string. When he landed in that Western city, he had exactly forty cents to his name. In a few years he was facing a score of pay-rolls, backing advertising appropriations and development projects of all sorts.

The remarkable thing about this man's career is that it is not particularly exceptional. Every year in this great big country of ours thousands of men of initiative and of enterprise are starting businesses on, you might say, pure nerve. Did you ever stop to think that the majority of our larger manufacturers started in just this way? They had faith in an idea and stuck to it until they saw it through.

To-day, when so many are wobbling before the uncertainties of the reconstruction period, I like to think about my friend who did not hesitate about jumping into a dead salesman's shoes.



Made-To-Order Things and Standardized Things



HERE are some things you don't want made to order. You wouldn't want your automobile tires or your watch or your electric light bulbs made to order. They would cost too much, take too long to get, would be difficult to replace and, besides, the standardized article would be likely to give better service.

In the process of standardizing the manufacture of any product, a point is reached where the standardized article is superior to the one made on a special order.

The standardization of Warren's Standard Printing Papers has brought printing papers into this class.

One may satisfy a certain vanity by buying a derby hat made by hand over a special block—but no farmer would want a tractor similarly made; no banker would want such an adding machine; no printer could use an unstandardized press; and our theory is that when the full facts are known, no buyer of printing will want anything but a standardized grade of paper. The Warren Stand-

ard Printing Papers offer you a dozen grades of paper, all of unvarying quality and each grade standardized for one important class of book-paper printing.

The Warren Standards make better printing possible, and at the same time make it more economical. They make the selection of the right paper a simple matter from which both doubt and bargaining are safely removed.

To buy printing without knowing the Warren Standard Printing Papers is to make each purchase of paper a special order proposition instead of a standardized, understood and reliable thing.

An examination of the Warren Paper Buyers Guide will show you the different grades of Warren Standard Printing Papers and the class of work for which each grade is standardized. It is a most helpful guide to paper selection and will be sent on request to buyers of printing; to printers, engravers and their salesmen.

S. D. WARREN COMPANY

BOSTON, MASSACHUSETTS

"Better Paper—Better Printing"



Printing Papers

How One Big Corporation Talks to Its Foreign-Born Workers

A Sane Advertisement

A SCHOLARLY Lithuanian objected recently to the apparent desire of certain people to assume that because as yet he had been unable to learn English he was alien to American ideals and form of government, and that he must immediately be dragged off to night school.

This particular man spoke fluently four languages, he is an expert on American history and the theory of government, ranking in these subjects with the best students in America. He is a writer of note in two languages and he expressed annoyance at the shortsightedness of the particular "welfare" workers who had been so insistent about his immediate education. The man, by the way, is learning English slowly and thoroughly.

In this connection the following letter and advertisement which shows a sane attempt to link up racial aspirations with Americanism, rather than the mere ability to speak English, looks like a step in the right direction.

AMERICAN WRITING PAPER COMPANY.
HOLYOKE, MASS., March 21, 1919.
Editor of PRINTERS' INK:

It behooves all to take notice of the continued attempts of radical elements to stir up industrial strife. Whether these attempts are called Bolshevism does not matter; it is Bolshevism in substance.

Many manufacturers are combating these forces for evil, particularly among the foreign-born, by printing straightforward talks on real Americanism—its ideals, and the great opportunities for success offered to all who come to these shores.

One example of this kind of publicity is attached. It recently appeared in an influential Polish newspaper and made quite an impression. The translation is also attached. Perhaps you will be interested.

H. W. ALEXANDER,
Assistant to President.

PRINTERS' INK thoroughly agrees with the American Writing Paper Co. that advertising can do much to combat Bolshevism by talking the right tone in talking to

their foreign-born factory workers. We are glad to print below in full a translation of the text of this ad, as an inspiration to other large employers:

TO THE POLISH PEOPLE OF AMERICA.

When you think of the painful struggles of your forefathers for a thousand years or more to gain that freedom which America gives you in full measure, do you realize what that freedom ought to mean to you? Many of you have left your own country to escape religious or political persecution. Here in America you have found a haven of refuge.

When you compare the richness of American life and opportunities with the narrowness and hampered conditions you left on the other side, don't you think you owe something to America? How many of your own people who are in America to-day would have prospered in their own country as they have prospered in this? While you must certainly recognize that your children born in America have far greater advantages than you as a youth had in your own country.

You came to the United States to share its freedom, and since you are enjoying that and all the other advantages of the country besides, it is but fair that you should reciprocate in part.

That part is your true, undivided allegiance to the land of your adoption—your citizenship.

Kosciusko and Pulaski and many others of your compatriots nobly fought side by side with Washington and his gallant patriots and helped to win our freedom. As Americans we recognize a sense of obligation that we owe them. During the European war there were 220,000 Poles in the United States Army—a record to be proud of; America is proud of it. It will be prouder still to have, in its glorious land of lib-



THE discovery and development of the dominant idea—

The big inspirational *selling argument* that lifts the product apart from all others and gives it a place *by itself* in the public mind—

That is the task we deliberately set for ourselves.

Upon request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."

MJUNKIN ADVERTISING COMPANY

CHICAGO · NEW YORK · CLEVELAND

55 WABASH AVE. 501 - 5TH AVE. NEWS LEADER BUILDING

"Heads Win" (UNIVERSAL INDUSTRIAL MOTION PICTURE)

M. E. COMERFORD
AMUSEMENT COMPANY
GENERAL OFFICE
REGENT THEATRE BUILDING
SCRANTON PENNSYLVANIA

April 7, 1919.

Universal Film Mfg. Co.
1600 Broadway,
New York City

Educational Dept.

Gentlemen:-

"HEADS WIN" the Universal five reel feature played two days in my theatre, The Strand at Scranton, Pa. and broke all records for that house.

I have booked it over my entire circuit of 30 theatres and can heartily recommend it to any of my fellow exhibitors throughout the country, as one of the best Educational productions on the market.

Thanking you for the opportunity of running this picture, I am

Yours very truly

M. E. Comerford

M. E. Comerford Amusement Company

Roy Adams
Star of
HEADS WIN

WILL
APPEAR HERE
IN
PERSON

Monday
AFTERNOON
and NIGHT

LIKE A PHOTO-
PLAY FEATURE

Another Striking
Example of Universal
Production, Circula-
tion and SERVICE

On
At

In the
I. C. S.
features
with Bi
Graciou
added

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at the
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4,500 li
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editorial

I. C. S.
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Proofs o
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"Let's D
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Univers
Harry Lev

Opens to Record-Breaking-Attendance, Crowds Turned Away.

In the photo you see the I. C. S. 6-reel Industrial featured in electric lights, with Billie Burke in "Good Gracious Annabelle," an added attraction.

This two days' showing at the Strand Theatre, Scranton, was given over 4,500 lines of free newspaper publicity, including editorial comment.

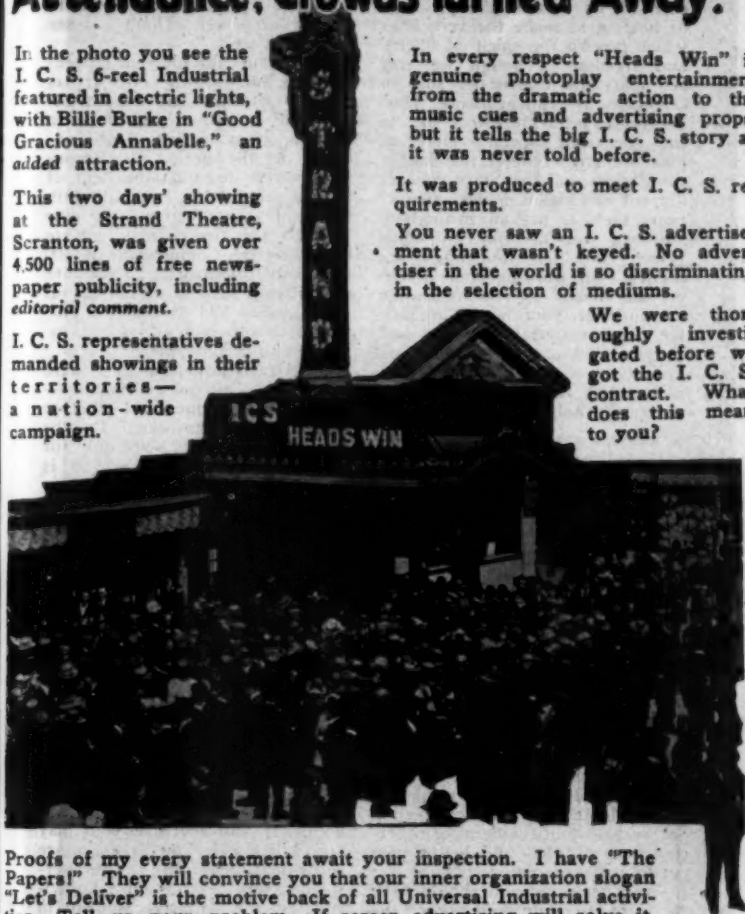
I. C. S. representatives demanded showings in their territories—a nation-wide campaign.

In every respect "Heads Win" is genuine photoplay entertainment from the dramatic action to the music cues and advertising props, but it tells the big I. C. S. story as it was never told before.

It was produced to meet I. C. S. requirements.

You never saw an I. C. S. advertisement that wasn't keyed. No advertiser in the world is so discriminating in the selection of mediums.

We were thoroughly investigated before we got the I. C. S. contract. What does this mean to you?



Proofs of my every statement await your inspection. I have "The Papers!" They will convince you that our inner organization slogan "Let's Deliver" is the motive back of all Universal Industrial activities. Tell us your problem. If screen advertising will solve it, we'll show you how. If not—sorry, but we can't make a picture for you. Send me your advertising matter and a letter—no obligation implied if I send you a plan.

Universal Film Manufacturing Co.

Harry Levey, Manager - Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe. Studios and Laboratories, Universal City, Cal.; Fort Lee, N.J.

Offices: 1600 Broadway - New York

erty, all the Poles of America in its army of citizens.

America stands not only for the liberty and freedom that Poles love so much, but it extends to each of its citizens the privilege of helping to make the very laws which govern the spirit of liberty and freedom. Though we may set apart the Fourth of July to celebrate as Independence Day, every day is independence day to the American citizen. Here all men are free. Under the flag of the Stripes and the Stars you are not put into snobbish class distinctions such as prevail throughout Europe; you are on an equal place. Here, too, your wages are higher, your working hours shorter, the means of communication are superior, your homes are better, your material comforts and conveniences are more numerous, and above all, the free educational facilities are broader and more practically helpful than elsewhere.

A WORTHY APPEAL TO THE PRIDE OF CITIZENSHIP

Do you wonder that our citizens are proud of a nation which, though consisting of only six per cent of the world's population, owns nearly one-third of the wealth of the world and averages two-thirds of the total production of corn, cotton, petroleum, and copper, and in spite of all this has yet to attain the fullest possible development of its tremendous resources?

America invites your citizenship for your own sake. There is a joy in possession—and citizenship is a priceless possession; its measure cannot be gauged until you have adopted it. The new feeling of responsibility will make a better man of you—and better men make a better nation.

As a taxpayer you should have a right to determine how the money you pay for taxes shall be disbursed. You have this right as a citizen.

As a citizen also you may take a part, as you should, in the local welfare of your own town. If improvements are necessary you could, by your vote or your inter-

est, help to bring them about. If your street is badly paved, or your drains are in poor condition, you could, as a citizen, demand and aid in bringing about a remedy. All this—and more—would be in your power. Don't you see the advantage?

The nation calls for your citizenship too, for its own sake. It has recently shown what its patriotism and its ardor have done to end the great conflict of the nations; in the period of Reconstruction it demands the help of all the people that live within it. It is not asking you now to give yourself for the country, but to the country. Come, make it 100 per cent American! If you are not already a citizen, take out your papers. If you are a citizen, persuade each of your compatriots to become one.

America is large, but in it there should be but one nationality—and that is, American—whether native or foreign-born. By the same token, there is place only for one national language, and it is solely by learning that language that you can know fully the high ideals that America stands for. The Polish people, as a race, have always been proficient in learning languages; it should not, therefore, be difficult for them to learn English.

Ability to speak the language will not only give you personal enjoyment, since English is the richest of languages; it will put you in closer sympathy with your children and with the people in your community who do not speak your own tongue, and it will help you to achieve a better success in the mill or in any position you hold. It will increase your pay and will enable you to get more enjoyment out of life. Your personal safety depends on a knowledge of the language spoken in America. If you can't read the danger-signs in the mills or elsewhere, how do you hope to avoid accidents?

To the 4,500,000 Poles in this country Uncle Sam extends the glad hand of fellowship. Grasp it.

KETTERLINUS LITHOGRAPHIC MFG CO



This insert was printed by
the Letterpress Department
of the

**KETTERLINUS
LITHOGRAPHIC
MFG CO**

"The Complete Plant"

Lithography, Offset Lithography,
Letterpress Printing, Engraving,
Die Cutting, Binding



MAIN OFFICE AND PLANT

4th and Arch Streets, Philadelphia

NEW YORK: Langdon Bldg., 309 Broadway

CHICAGO: 1945-47 Conway Bldg.

BOSTON: 25 Huntington Ave.

A Victory Loan Poster

On the following pages we present a letter from Mr. R. W. Emerson, Chief of the Division of Publications for the War Loan Organization of the Treasury Department of the United States, and a reproduction, in four-color process, of the Poster entitled "And they thought we couldn't fight."

It will be of interest to know that the Treasury Department ordered 1,500,000 of this Poster. It took 197,500 pounds of paper to produce 1,000,000 size 30½ x 41 inches and 500,000 size 20 x 30 inches; about 6250 pounds of ink were used and the nine colors in which they were lithographed took 5,625,000 impressions.

KETTERLINUS
LITHOGRAPHIC MFG CO
PHILADELPHIA

CHICAGO

NEW YORK

BOSTON

Question: How Shall the Movies Be Advertised?

Shall Motion Pictures Be "Sold" or the Individual Stars or Plays—
Paramount's Solution

By Howard Dietz

RECENTLY a noted advertising agent in New York walked in on an equally noted piano manufacturer and told him that he had a great business and a great piano, but had a poor way of advertising both. It seems that the manufacturer had been running a series of advertisements on "the Beauty of Music—how it enriched the home and translated human life into an inspiring harmony."

The agent said—or words to this effect: "Mr. Jones, you are going about this in the wrong way. You are not advertising your piano—you are advertising music. And music needs no advertisement. It is certainly older than Nero and probably was an accompaniment to the creation of the universe. The public need not be sold on music, but on the way your piano reproduces it. Talk your piano until you are blue in the face, but for Gounod's sake don't waste your paid-for space in saying what a glorious thing is do-ra-mi-fa-sol." It isn't necessary for the purposes of this article to record the piano manufacturer's "come-back." Subsequent events have made it clear that the piano industry has suffered for years from the very kind of competitive advertising that the agent advocated—that the biggest thing the piano manufacturers can do is to advertise the love of music if they are to create piano sales.

I met this agent the other day and it so happened that the conversation turned to one of my pet merchandising topics—the motion picture. I asked him if he believed that the movie producer, in advertising, should talk the Value of Motion Pictures (and incidentally the value of his name), or should he put the main stress

on his name. In other words, should he attempt to institutionalize the industry?

The agent looked at me in scorn. "What do you mean by advertising the Value of Motion Pictures?" he asked. Whereupon I reminded him of his solicitation of the piano manufacturer, how he had denounced the "Beauty of Music" copy. "Does the same apply here?" I asked.

Then it was that he let loose. "Most certainly it applies," he said. "The movie producer should no more talk movies in general than a piano-maker should talk about that abstraction called harmony. Only the situations are not analogous."

"A piano advertisement has to sell one thing only—the piano. The movie advertisement has two—the star and the producing company. Just as the piano-maker has several models of pianos to dispose of, the moving-picture-maker has several pictures to sell. But in addition the movie man has the star on his hands. Every big motion-picture concern has stars, and in most cases the names of the stars have greater good will than the names of the producing company."

IS THE PUBLIC SOLD ON MOTION
PICTURES?

"But mustn't the public be sold on the Motion Picture?" I asked.

"No more than they must be sold on Music," was his answer. "If a film producer is going to advertise, he must talk about three things—the star, the picture, and himself. If the picture hasn't a star, then he will naturally eliminate a name. But when it comes to his telling the public that movies are fine, let him say goodbye to his dollars."

"It is the same as selling books. Scribner's does not run an advertisement in the magazines, saying that 'Books are a mental stimulant; everybody should read.' Not on your life! They list the author's name, the title of the book, and let you know who the publisher is. So be it with the movies."

But I was not satisfied with this. In my craving for further discussion on the subject, I granted that Scribner's would be wrong to advertise Reading, and the producer would err similarly if he advertised the Motion Picture. "Then what is wrong with Scribner's talking, not authors and titles but Scribner's, and the producer talking not stars and pictures, but himself?" I asked.

"The answer to this," he said, "is that Art cannot be made by formula like a food product or a workshop accessory. Books, plays, and pictures are variable commodities—now they are satisfying, now they are not. A motion-picture producer may produce many pictures and put into each an equal amount of labor and expense, but they are only successful in proportion to their appeal to the human mind and heart. A food product is aimed at the stomach. Therefore the producer must tell the public what a great picture he has made, who will play in it, and why they will like it. It is folly for him to talk only about himself and worse folly to talk mainly about the industry. It is the old mistake of trying to create a market that is already created."

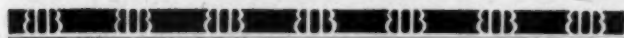
I left him with these thoughts in my mind and determined to give study to the advertising appeal made by film manufacturers. An examination of statistics showed me that the Paramount Pictures Corporation is the most representative national advertiser in its field. In addition to local newspapers, fifteen general weekly and monthly magazines carried more or less regular copy, advertising Paramount and Artcraft Pictures in 1918—an expenditure for space of over a half million dollars. In

most of the advertisements the names of stars are mentioned as well as the names of the pictures in which they play. But in none of the larger ads is any *one* star or any *one* picture spoken of exclusively. Indeed, the names of *all* the stars and *all* the pictures are relegated to an incidental position in the page layouts. Usually a box at the side or in a corner is devoted to a list of the current Paramount and Artcraft productions and those who play the leading roles. Indeed in many of the national advertisements there is no name or title of a picture included at all.

PARAMOUNT PLAYS UP THE INDUSTRY

The copy is themed so as to sell the motion picture to the public—not Paramount and Artcraft motion pictures, but movies in general. Indeed, it is only after several paragraphs that the names of the producers are mentioned, together with reproductions of the labels by which the public is to identify them. The pictorial appeal is a general movie appeal only.

Throughout 1918 and preceding years Paramount has been selling the Motion Picture (capital "M" and capital "P") to the people of the United States. Through the war, with its corresponding demands for cutting down on luxuries and through the flu epidemic, with its disastrous effect on the theatre business, Paramount did not talk stars and pictures, but advertised the artistic value of the Motion Picture—and incidentally the position of Paramount and Artcraft in the producing business. Diametrically opposite to the theory of the advertising agent whose words I have recorded earlier in this article, was the plan set down by the Paramount corporation. Despite his premise that Art is a variable commodity, Paramount's advertising premise is "national advertising of the Motion Picture backed up by the creation of good pictures; advertising that calls definite attention to the business



WHITAKER ANNOUNCES BASIC BOND

ON March first we ceased to be the agents for a mill-controlled line of Sulphite Bond. Our obligations to the trade required us to supply our own sheet in this class, a sheet made to our specifications by master paper makers, and embodying our own ideas of what a paper of this kind ought to be, to do, and to cost. We are proud to offer this sheet identified by our own water-mark

BASIC BOND

Basic Bond establishes a new standard of value for papers of this class, value recognizable by the eye, by the ear and by the sense of touch, and subject to demonstration by every mechanical and scientific test for substance, texture, uniformity and strength. Its printing qualities are superb.

Basic Bond is, and always will be maintained on a price basis that represents a reasonable manufacturing and distributing profit. Nothing more and nothing less.

Carried in stock in White, Pink, Blue, Green, Buff, Canary, Cafe and Golden Rod; all standard sizes and weights; envelopes to match.

THE WHITAKER PAPER CO.
CINCINNATI, OHIO

BALTIMORE, MD.
BOSTON, MASS.
CHICAGO, ILL.
DETROIT, MICH.

BIRMINGHAM, ALA.
ATLANTA, GA.
RICHMOND, VA.
NEW YORK, N. Y.

DENVER, COL., (Peters Paper Co. Division)
INDIANAPOLIS, (Indiana Paper Co. Division)

Branch Offices in all principal cities



status deserved by the exhibitor and his theatre. Not advertising of any one picture. . . ."

And more. Paramount's printed words say that the firm name of Paramount is being sold in the same way as the firm name of manufacturers of products which this advertising agent would not call variable. Here is—in somewhat abridged form—their message to the exhibitor:

"The Joneses are the folks who are the backbone of the universe. . . . The Joneses read the magazines and newspapers. They own Victrolas, they use Community Silverware. Mr. Jones wears Arrow Collars and shaves with a Gillette Razor. Mrs. Jones buys Ivory Soap, Heinz's Pickles and Campbell's Soups. The Jones children eat Cream of Wheat and cry for Castoria.

"Why do they use these goods? Because they are Nationally Advertised. Because the Joneses have confidence in advertised goods and buy from the dealers that carry these goods. . . ."

"Ninety per cent of the patrons of motion-picture theatres are Joneses, the folks whose lives are influenced by National Advertising. They know all about Paramount and Arcraft Pictures, for they read National Advertising. . . ."

Paramount has set out to do what is the work of the entire motion-picture industry—that is, to sell the Motion Picture. Other industries have effected combines in order to put across their collective ware. A notable example is the advertising profession where all the leading concerns combine in the purchase of paid-for newspaper space for the purpose of talking advertising prosperity. It is unfortunate that manufacturers' co-operation is lacking in the movies.

In our experience we have seen several movie concerns go into national advertising campaigns and stop before it was time for the natural benefits to accrue. In these cases the appeals were haphazard and floundering, lacking the spine of a dominant theme.

Some talked particular pictures, others particular stars. That these concerns, one by one dropped out of national advertising allows only for one conclusion as to their luck in that direction. That Paramount should enter the lists at the same time with a new note in their appeal, and be at the present date about the sole survivor, speaks volumes as to the shrewdness of their viewpoint.

The answer to it all is that the Motion Picture has not yet been fully sold to the public. They do not accept it. There are millions of people who are indifferent to screen performances. It is the task of the industry to win these indifferent ones over to their art. That the industry should be so lacking in co-operation as to leave this uplift work to the one company has proven a boomerang on itself and a boom to the one company.

Professor Frederic H. Stoneburn Joins Hanff-Metzger

Frederic H. Stoneburn, one of the best-known agricultural experts in the country, has joined Hanff-Metzger, Inc., advertising agency, New York.

Professor Stoneburn since 1912 has been in the advertising agency field, specializing in agricultural accounts. He was formerly professor at the Connecticut Agricultural College, and while there was also a department head at Storrs Agricultural Experimental Station.

Back With Capper Publications

L. H. Schenck, for the last year and a half connected with the War Department, Bureau of Engineers, in Washington, D. C., has rejoined the Capper Publications, Topeka, Kan., as office manager of the advertising department.

L. R. Booth, assistant advertising director of the Capper Publications, has just returned from ten months' foreign service with the American Red Cross, during which time his duties took him to England, Italy, Greece, Serbia and Austria-Hungary in addition to France.

F. J. Pease With Aurora Manufacturer

Frederick J. Pease, recently discharged from the Service, is now with the Lyon Metallic Manufacturing Company, Aurora, Ill., as assistant advertising manager. He served as a lieutenant in the engineers corps.

Automobiles and Real Estate

It takes money to buy both. To interest a possible purchaser for either one, that individual must have some surplus money—or be worthy of credit. And as a general average, the automobile and real estate owners belong to the same class—are the same people, the conservative, saving, responsible members of the community.

This is the class in Nebraska that the World-Herald very largely appeals to. It is a conservative, sane newspaper, clean as the proverbial whistle in news and ads, and with a constructive, optimistic policy as its guide.

For this reason, and because of its intensive circulation in Omaha and the suburbs, as well as its strong sold-on-its-merits circulation in the country, the World-Herald is favored by automobile and real estate advertisers as is no other Nebraska newspaper.

Automobile and real estate dealers pay a higher advertising rate in the World-Herald than in any other Nebraska newspaper—and yet they use a much greater volume of space in the World-Herald advertising their wares.

There is only one reason—

The higher rate becomes by far the most economical method on account of the much greater results these advertisers receive.

And here's the proof. The statements below show the volume of automobile and real estate advertising published in the three Omaha papers in the first quarter of 1919, and a comparison with the same period last year. (The measurements were all made by the Haynes Advertising Company of Omaha.)

AUTOMOBILE ADVERTISING—Agate Lines

	World-Herald	Next Paper	Third Paper
Display	227,168	226,142	211,750
Classified	59,332	31,514	25,956
Total agate lines first three months, 1919...	346,500	257,656	237,706
Same period 1918.....	235,293	219,758	169,400
Increases	111,202	37,898	68,306

REAL ESTATE ADVERTISING—Agate Lines

	World-Herald	Next Paper	Third Paper
City Real Estate for sale.....	112,140	79,156	71,554
Farms for sale.....	98,322	39,886	60,256
Real Estate for exchange.....	12,334	308
Total Real Estate Advertising First Three Months 1919.....	222,796	119,042	132,118
Same period 1918.....	151,802	79,338	114,254
Increases	70,994	39,704	17,864

Please note the World-Herald increases are greater than the combined increases of the other two papers.

Isn't that conclusive proof of the immense pulling power of advertisements in the World-Herald addressed to people who must have surplus money in order to buy the goods advertised?

P. S.—The farmers of Nebraska and Iowa nearly all buy and own automobiles. Notice the tremendous leadership of the World-Herald in farm land advertising. The farmers with money read the World-Herald. It appeals to them.

THE WORLD-HERALD

March, 1919 Circulation: Daily, 78,750 ; Sunday, 70,056

HENRY DOORLY, Business Manager

O'MARA & ORMSBEE, Representatives—New York and Chicago

THE TRIBUNE IS NEW YORK'S

Fastest

March figures show that the New York Tribune's position among the six leading morning newspapers is this:

Advertising

First in percentage of gain (65%.)
Second in volume of gain (234,504 lines.)

(Evening Post Figures)

Circulation

First in percentage of gain (20 $\frac{3}{4}$ %)
Third in volume of gain (18,533.)

(Post Office Statements of Newspapers)

News

First in volume published (4,966 columns of news printed in March—111 more pages than the Times and 164 more pages than the World).

(Evening Post figures)

The Tribune is the fastest growing morning paper in New York, whether you judge it by its news, by its Circulation or by its Advertising.

New York

First to Last—the Truth:

THE TRIBUNE PRINTS MORE NEWS THAN

FASTEST GROWING MORNING PAPER

Growing

Advertising Lineage

March Gains—In the Morning Newspaper Field

	Gain	Loss	Per cent.
1. Tribune	234,504		65
2. Sun	146,790		44
3. Times	283,144		23½
4. Herald	110,132		17½
5. World	83,630		6¼
6. American		56,725	6¼ Loss

P. O. Statement—Morning Papers

(Daily and Sunday Combined Averages)

	Gain	Loss	Per cent.
*Tribune	18,533		20¾
*Times	24,686		6¾
World	22,006		6½
*American	12,546		3¼
*Sun		393	¾
Herald		1,330	1¼

*Member of the A. B. C.

Pages of News in March

(Weekdays and Sundays)

Tribune	620	American	483
Sun	600	World	456
Times	509	Herald	442

Tribune

News—Editorials—Advertisements

ANY OTHER NEW YORK MORNING PAPER



CUBA—

Our Most Attractive and Most Neglected Foreign Market

THE Manager of our Foreign Department has just returned from Cuba, where he has spent a month investigating trade and advertising conditions.

He will be pleased to place his time at the disposal of any manufacturers who contemplate sales or advertising campaigns in Latin-America in the near future.

Such conference cannot fail to be helpful and constructive from the standpoint of developing foreign trade and can be arranged without involving any obligation.

Cuba, from its very nearness to the United States, has been overlooked in the mad scramble for Latin-American trade, with the resultant neglect of what is unquestionably one of our most valuable Latin-American markets.

*Our Foreign Department
offers world-wide service*

FRANK SEAMAN

INCORPORATED

470 Fourth Avenue, corner of 32nd Street
New York City

Chicago Office: Monroe Building
Monroe St. and Michigan Ave.

An Intensified Campaign to Speed Sale of Short Season Products

The 100-Day Drive of General Electric to Sell Fans

By Frederick C. Kendall

IF a retailer doesn't sell his stock of garden seeds by August first, they probably vegetate on his shelves the remainder of the year,—unless the consignor takes them back. This is true, too, with lawn mowers, garden tools, fly swatters, fishing tackle—not to mention white flannel trousers, bathing suits, Panama hats and a vast assortment of wearing apparel. The day after Christmas, tree ornaments can be bought for a song; Easter bunnies will be dead stock before another week is past, and the mailing of valentines on February fifteenth is taboo in the best society.

One of the problems of the manufacturer of such seasonal merchandise is therefore to persuade his dealers to concentrate upon an intensive selling campaign—for often a week or two's delay spells disaster. The briefness of the electric fan season is a case in point. One hundred days—a segment of the calendar from the end of April to the beginning of August—comprise the preliminary and active buying seasons. After that time, with few exceptions, the stock must be banished to the warerooms until the following summer.

The campaign of the General Electric Company is therefore worthy of study by advertising and sales executives. Instead of endeavoring to *lengthen* the buying season of electric fans, it is attempting to *intensify* it. The advertising portfolio, which is sent to the fan dealer as soon as the wholesaler advises that he has placed a stock, summarizes the purpose of the campaign: it is to run for a hundred days with the object of selling 100 per cent more fans than last year. One hundred suggestions are given for increas-

ing sales, and a calendar of one hundred days on which are charted recommendations for taking inventory of stock, arranging merchandise and decorating windows is furnished to act as a merchandising guide to the dealer anxious of increasing his fan sales.

"The 100-day campaign calendar has been prepared with a view to co-ordinating all the sales effort of the dealer," says the prospectus. "It presents in logical relationship the use of all forms of publicity, the management of the store and stock, and the succession of separate 'drives.' It guides the dealer through the preliminaries, the preparation of mailing lists and the advance selection of advertising matter, on to the culmination of his efforts in the hottest weather. It shows the importance of the closing days of the campaign and combines every feature into a well-ordered unit. It should be constantly consulted and adapted to local circumstances in order that the dealer may be assured that he is not missing a point that may lead to a sale.

THE PLAN SUMMARIZED

"The 100 per cent G-E Campaign is designed to be as complete and all-embracing as its name implies. Its purpose is to help the G-E Fan dealer to sell, in a period of 100 days, 100 per cent more fans than last year. To accomplish this result it will be necessary for the dealer to use 100 per cent of retail sales effort backed up by a 100 per cent use of every form of publicity. The General Electric Company has placed 100 per cent of its fan advertising material at the service of the trade not only in formulating this campaign and in furnishing a wide variety of sales literature and compelling win-

dow display, but also in the liberal use of national advertising—all aimed at such a 100 per cent clean-up in fan selling as the electrical trade has never before accomplished."

The selling of fans, it is said, should be one of the most remunerative departments in the electrical business. The electric fan is admirably adapted to attractive and interesting methods of advertising and sales exploitation. But while the capital invested in seasonal products returns much more quickly than in the case of many articles in stock, the complete turnover is embraced within a very short season, only if the dealer conducts a hard-hitting campaign just at the right time.

"No more striking point can be given to the 100 days campaign," continues the introduction, "than by organizing for the season a G-E Fan department well up in front and in the most prominent part of the store—a department which is 100 per cent devoted to the display and sale of fans. In no other way can the various types and sizes be so well defined; in no other way can the adaptability of G-E Fans both to the purse and purpose be so clearly demonstrated."

The G-E Fan Sales Calendar is divided into three sections—the "preliminary work," the "intensive effort," and the "clean-up." Suggestions in the first section are devoted mostly to classifying mailing lists, planning the arrangement of the Fan Department, inventorying stock, consulting the local weather forecaster, etc. The dates run from April 14 until May 21. In the second division of the calendar—the intensive effort—suggestions are given for active advertising and salesmanship—sending out letters, Memorial Day window display, advertising in the newspapers, and a close link-up with the national magazine publicity. Finally the clean-up, which runs from July 1 until August 8, devotes itself to the intensive development such as personal canvassing, frequent window changes, motion-picture advertising, use of

booklets in mailing out statements and sales work of the most enterprising kind.

The calendar which is printed on large sheets 12x20, and punched at the top, has spaces in which the merchant can jot down notes of mailing list schedules, newspaper advertisements and individual campaigns.

A practical suggestion is made for the dealer to keep on good terms with the weatherman to capitalize the coming of hot waves. A special window display is designed, to be kept ready for use at the shortest notice. "Local Weather Bulletin: Hot Wave Coming" is the placard to be used in the centre of the display, while around it should be grouped electric fans and pennants similar to those used by the various weather bureaus.

"It is proposed to make a special feature of weather forecast," explains J. A. Corcoran, of the Publication Bureau, "and to emphasize the need of G-E fans in connection with the variations in summer temperature. Hot waves mark red letter sales days if properly prepared for and 'played up' to the limit of the dealer's opportunities. So far as possible advance information of hot waves will be sent to our dealers. But we advise them to keep in touch with their local weather forecaster and get the earliest possible information as to sharp rises in temperature. We tell them to keep a watchful eye on the daily weather reports and the mailing cards sent out by the weather bureau. With the first indication of the approaching hot period, the dealer should intensify all his advertising—newspaper, mail and window display. It is the harvest time for the fan dealer and should be marked by his most strenuous efforts."

SUGGESTS NEW USES FOR FANS

In addition to the weather report window, a number of other original displays are suggested in a book which accompanied the calendar and prospectus.

In the portfolio outlining the complete campaign, samples of blotters, booklets, and over-the-

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counter literature are displayed so the dealer can choose whatever best fits his local requirements. Some of these folders are particularly attractive—a specific appeal being made to the many different classes who represent possible customers for fans. "Why Flies Leave Home," is the title of one folder illustrating the use of a G-E fan to combat the fly peril. Thumb-nail sketches are shown, illustrating the fan protecting a display of fruits on a merchant's street stand, as a substitute for screen doors in a baker's shop, at the soda fountain and quick lunch counter, for guarding exposed food in the pantry, and in the dining room and bedroom, where the daughter of the house is pictured peacefully slumbering on a hot night.

Another folder, showing an ingenious copy slant is called "Hints for Office Boys." It is written in satiric vein and runs like this:

On arriving in the morning, if it promises to be a hot day, disconnect all G-E electric fans. We should not thwart Nature.

If there is danger of the Boss starting the G-E electric fans, remove them to the cellar. You are not paid to make him comfortable.

If business callers show signs of being uncomfortably warm, shut off the electric fans. By discouraging business you will have less work to do.

G-E electric fans stimulate business. Stimulants have no place in an office.

If there are any flies in the office be sure to keep the fans turned off. We should be kind to dumb animals.

G-E electric fans prevent illness among the office staff in summer. By keeping the fans turned off you may get a chance for promotion. Everybody for himself.

Callers are sometimes overcome by heat. This adds to the excitement of life and may be promoted by disconnecting the electric fans.

Perhaps the most complete feature of this campaign is a book containing samples of process letters, imprinted with the dealer's name, and which are sent to him in generous quantities to facilitate his direct mail work. The dealer's trade is divided into different prospects—homes, theatres, hotels, general stores, food stores, offices and industrial establishments—and letters for each class have been prepared. "First, you

make your selection of names as complete as possible," says the explanatory note, "yet discriminate carefully.

"Do not include in your list, for instance, names of persons who do not make use of electric current. A few sources from which names may be obtained are as follows: membership lists of clubs and societies, social columns in newspapers, telephone and city directories, ledger records, newspaper advertisements, county and State records of business firms, office and building directories. Many 'stunts,' such as guessing contests, etc., have been used to good advantage for obtaining names. Other sources will suggest themselves to every dealer.

"For purposes of your G-E fan campaign, the mailing list should be segregated as far as possible into the following classes: homes, theatres, restaurants and hotels, general stores, food stores, industrial establishments, and general offices. As each letter or mailing piece is designed to appeal to one of these particular classes, a mailing list arranged accordingly will eliminate much waste in mailing and allow you to present your sales arguments in the most forcible manner.

"It is very important that your mail campaign be started at the proper time. Hot weather is your most powerful ally in selling fans, and your mail advertising will lose greatly in force if it is not planned so as to reach the customers at the right moment.

"All preliminary work, such as checking the mailing list, requesting your supply of letters and booklets, addressing envelopes, etc., should be completed well before the active fan season is due to begin. You should watch your local weather reports very carefully.

"As to the best time for starting your active mail campaign, experience has shown that men to whom the fan appeals as a business asset are more susceptible to the argument of *preparedness* than are customers to whom fans appeal as a comfort only. For

this reason the letters to industrial, general offices, stores, hotels, theatres, etc., should be sent out in advance of those to homes, of course, weather conditions in each locality must govern the starting of the mail campaign. As to homes, send your mailing pieces as soon as a hot wave is reported due for your locality."

A rainbow in natural colors, on which is superimposed the slogan "As Refreshing as a Summer Shower," with the dealer's name underneath serves as a heading for these special letters. In the text to the home-owner, the hot weather comfort of an electric fan is emphasized, while in the letter to theatres and motion picture houses, the cash value of coolness is the big talking point. Cleanliness and freshness is the talking point when writing to the proprietor of a food store, and in suggesting the purchase of a fan to the manager of an industrial organization, the increased efficiency of the workers is used as a selling argument.

One of these letters follows—the one to housewives:

DEAR MADAM:

You remember, of course, the discomforts that hot weather brought last season?

The hot, listless days and the sultry nights?

Wouldn't it afford you a great deal of relief to know that your house would be comfortably cool, regardless of outdoor heat?

—That meals could really be enjoyed in an atmosphere made refreshing by a gentle breeze?

—That the fly nuisance would be eliminated?

—That even on the hottest night you and others of the family could have restful sleep in a cool room?

At a cost of a few cents only a day for current, a G-E electric fan will bring these comforts to your home.

Warm weather will soon be here—why not plan to have modern hot weather comfort in your home this year?

We have a complete line of G-E fans in stock. We would like to have you come in and see them. Or just send us the enclosed card, now.

Outdoors sales helps, posters and newspaper advertising are the subjects of supplementary booklets included in the portfolio. The entire campaign is properly related, the merchant's initiative is

capitalized, and no chance is taken for him to gum the proceedings by assuming that the national advertising alone will accomplish the 100 per cent increase which the campaign has set out to achieve. The details are laid before him in kindergarten simplicity including "100 Ways to Sell G-E Fans," printed in bold-faced type on the inside cover of the prospectus. Here are some of the principal ways suggested:

Start your G-E fan advertising early.

Follow carefully the suggestions of the "G-E Fan Sales Calendar."

Remember that 100 per cent more fan sales means doubling your fan profits.

Plan for a separate fan department in your store.

Careful thought in planning distribution of your G-E fan literature may mean 100 per cent more fan sales.

Bring up to date your list of former purchasers of electrical devices.

Co-ordinate your local with the national advertising.

Our electrotypes are free—use them freely.

Change your G-E fan ads frequently.

Select advertising matter for local needs.

Tie up your newspaper advertising with your window displays.

Be ready with advertising matter for hot waves.

Keep G-E fan blotters on the community's desks.

Circularize power-served suburban districts.

Send the fan post card to hand-picked lists.

Send mail advertising that will appeal to the recipient.

Enclose G-E fan folder or blotters with monthly statements.

Don't forget to add names of new residents to your mailing list.

Make the windows work through the evening by keeping them lighted.

Have your G-E fan displays planned ahead.

Feature the large thermometer on hot days.

"Character" newspapers may be described as those which have earned the absolute confidence of readers and advertisers. One example:

THE
PHILADELPHIA
RECORD

"Always Reliable"

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Bldg.

NEW YORK
Fifth Ave. Bldg.



Write for free Hammermill Portfolio, which will give you printed forms of value to you, and will show you Hammermill's 12 colors and white, its three finishes—bond, ripple, and linen. If you are a printer, ask for full set of 30 portfolios.

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

"The Utility Business Paper"

The Room that's Overlooked

YOU know how it pleases the head of the business to show a customer "through the works." They glance into every room—except, probably, one. This small room the president may not have noticed. Yet the carrying on of the business is absolutely dependent on the contents of this "stock-room"—paper and printed forms.

Where forms are carefully and intelligently designed, you will usually find that they are printed on one standard paper. Hammermill Bond is made in a mill which was built twenty years ago to produce just what it is producing today—"The Utility Business Paper." Hammermill is the lowest-priced standard bond paper in the world. It is uniform in quality, and it is readily obtainable anywhere in the United States.

The man who feels, tears, and breaks a dozen samples of paper when he places a printing order may happen to pick the one that is best for his need, in quality and price. More often he doesn't. Standardizing on Hammermill Bond assures right quality and right price for every order.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Look for this undermark—it is our word of honor to the public

**HAMMERMILL
BOND**

"The Utility Business Paper"

Keep the Rainbow Arch pasted on the inside of the front glass in your window.

Canvass the food stores and lend them G-E fans for demonstration.

Talk efficiency to manufacturers—comfort to householders.

See local theatre managers personally.

Busy manufacturers might appreciate a call.

Telephone to a selected list of G-E fan prospects each day.

Carry assorted fan literature in your pocket.

Watch every chance meeting for a possible fan talk.

Suggest the use of G-E fans to pianists and organists.

Convince manufacturers that health means efficiency.

Show merchants the advantage of a cool store.

Suggest fan comfort to your personal acquaintances.

Talk G-E electric fans at every opportunity.

Call on ventilation outfit prospects early in season.

Aim fan "blows" at perspiring customers.

Invite friends into your fan-cooled office.

Place inviting chairs among the fan breezes.

Operate a large G-E fan over your store door.

Call attention constantly to the range of price and style.

Make a generous use of G-E fans in your own store.

Encourage clerks to sell every customer a fan.

Make your store interior attractive in appearance.

Enclose a G-E fan folder with every package.

Make a special effort to interest women customers in G-E fans.

Have a G-E fan in operation near your public telephone.

Offer home demonstrations.

Run screen ads before hot-night "movie" audiences.

Hang G-E fan posters on your delivery car.

The loan of a G-E fan often effects a sale.

Interest physicians and hospitals in the health value of G-E fans.

Enlist the co-operation of your central station.

Take advantage of wiring jobs to suggest G-E fans.

Get testimonials from satisfied purchasers.

A G-E fan is a comforting gift for an invalid.

Be able to explain construction and operation of all fans.

Anticipate hot waves if possible and synchronize G-E fan advertising with them.

Offer to install G-E fans on trial free of charge.

Have G-E fans on your business card.

Keep the house-fly menace before the public.

Make the use of G-E fans convenient by suggesting the G-E Double Duty Socket.

Call attention to the fact that while we can't change the weather, we can make it bearable with G-E fans.

Tenants Would Become Their Own Landlords

Dwellers in New York apartments are given a sure chance to beat the profiteering landlord, according to a plan advertised in newspapers recently. By this system the much-abused renter may purchase an interest in a first-class apartment house at seven times the annual gross rental, thereby securing perpetual immunity from having his rent raised when May first rolls around.

"A Cure for the High Cost of Renting" is the advertisement, which reads in part:

"The instalment buyer can purchase an interest in a first-class apartment house at as low a price as the cash buyer and, owing to our facilities, at a lower figure than any absolutely up-to-date apartment house built under present conditions can be sold, namely, seven times the actual gross annual rental.

"The ownership of a \$2,000 interest in a conventional 16-family apartment house automatically checks any increase in rental expenses, besides promising a saving equivalent to \$4.00 or \$5.00 per room per month on your rent. The smallest investor is protected through our system of managerial control.

"While the shares are expected to pay 6 per cent dividends in cash, they are for several years limited to that amount, because the surplus earnings are used for the reduction of the mortgage indebtedness. This conservative course strengthens the security—pays an attractive immediate return on the investment, which is later greatly increased through the reduction of interest charges."



Oklahoma has No Unemployed—

Labor conditions are stable in Oklahoma. Every man who will work is employed, earning and *spending*.

Oklahoma has no problems of post-bellum industrial reconstruction; no munitions plants; no factories which now must seek new outlets for production.

Facing an unprecedented building program and a record-breaking wheat harvest, there may be a labor shortage, but never an idle man.

Mr. Advertiser—

"Business is GOOD in Oklahoma"

THE DAILY OKLAHOMAN

"Oklahoma's Morning Newspaper"

OKLAHOMA CITY TIMES

"The Evening Paper of Oklahoma"

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City San Francisco

The first issue of
The Des Moines Sunday Capital

was the largest Sunday newspaper ever issued in Iowa. It was 110 pages, and contained 11,500 inches of advertising. It was advertised as a good newspaper, and the public of Iowa so acclaimed it.

It contained four pages of beautiful rotogravure, printed on 50 lb. calendered paper, four pages of comics, six pages of magazine features, and a list of such great writers as Philip Gibbs, David Lawrence, Frank Simonds, Chas. E. Russell, W. G. Shepherd, Dr. Frank Crane, and many others of the same calibre.

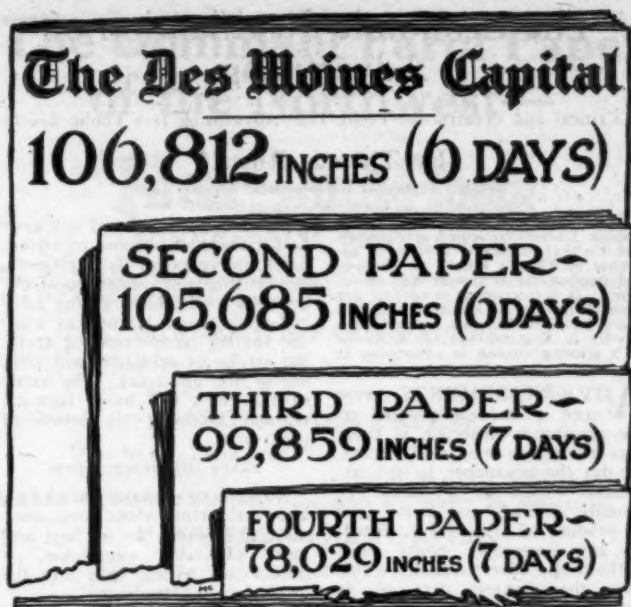
The circulation for the first issue was 56,000 net paid.

The regular circulation will exceed 50,000 net paid.

The Des Moines Sunday Capital

Lafayette Young, Publisher

New York and Chicago Representatives: O'Mara & Ormsbee, Inc.



Leads 7 Days vs. 6

In the first three months of 1919, the Des Moines CAPITAL published more advertising in six issues a week than any other Des Moines newspaper published in seven issues a week.

And this lead was maintained despite the fact that the CAPITAL refused objectionable copy, accepted by all other Des Moines papers in amounts varying from 1024 inches to 12,600 inches for the period.

In local advertising—the real test of a newspaper's strength, the CAPITAL has led every month this year by a wide margin.

The CAPITAL is the only newspaper in Iowa that publishes no medical advertising—the only one in Iowa that guarantees its advertising.

Iowa's leading newspaper naturally numbers among its readers the leading families in this leading community of progress and activity.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher*

Des Moines, Iowa

New York and Chicago Representatives
 O'MARA & ORMSBEE, INC.

The Economic Justification of Advertising

A Critical and Constructive Proof That Advertising Is a Public Benefit

By Thomas Russell

London, England, Correspondent PRINTERS' INK.

(Part of a lecture delivered at the London University School of Economy and Political Science in a series of addresses by Thomas Russell on Methods and Applications of Commercial Advertising. It is interesting to note in this connection that an admission fee was charged to these lectures—a comparative novelty in England, and an indication of a growing interest in advertising in educational circles there.)

ADVERTISEMENTS were once a mere by-product of the newspaper—inserted, if there was room, in some odd corner. To-day the newspaper, in its commercial aspect as a matter of pounds, shillings and pence, is a by-product of advertising. Hardly any newspaper could exist without the advertisements which earn the greatest part of its revenue. Thanks to advertising, readers of newspapers, magazines and periodicals receive for the price of printing, and sometimes only a mere fraction of it, public information, valuable instruction, fiction suited to all tastes (good and bad) and some really wonderful illustrations.

Advertising has not long received general recognition, and it has still its unconverted critics. At the beginning of the new era, while the art was in the throes of birth, it had to battle with the prejudices of its past. A certain furtiveness, struggling with the blatant and noisy vulgarity, still hung about it. The quarrel is not yet fully composed. And all the while, imperfect, undeveloped, though gradually realizing where true success lay, gradually cleansing itself of its soiled past, the business of advertising labored under some suspicion of its honesty.

I think the transitional period is over. In our day, advertising has come into its own. I think we

need not fear that fraud will ever be the frequent purpose of advertising, or vulgarity its implement. Advertising, the Cinderella of the business world, has met the fairy god-mother and learned to wear the shining garmenture of truth. No stroke of midnight will strip her of that fine array. The hands of the clock will move forward without arresting her beneficent progress.

KEEPS COMMERCE CLEAN

Advertising means making known the truth about some commercial subject. In its best and most profitable expression, it means just letting light into the dark places of business.

It allows the purchaser to know who is behind the goods.

I will give you examples. If you go into a music shop in the provinces you will very likely find pianos bearing the name, as maker, of the shopkeeper. Now a country shopkeeper does not make pianos. He has not the machinery. He has not the knowledge. He has not the space. The piano is made in a factory somewhere, by a maker who sedulously conceals his name from the public, and puts on it the misleading imprint of any retailer who will buy it from him. Again, if you buy a collar, you will find on it, more often than otherwise, not the name of the maker, but the name of the man who sells it—sometimes with the false statement that it is "manufactured" by him. Factory-made bicycles bear transfers with the name of the retailer. Grocers who buy all their tea ready for sale, each quality separately made up for them, put on their windows

(Continued on page 97)

The Dominant Farm Paper of the Northwest—

Farm, Stock & Home

MINNEAPOLIS, MINNESOTA

has the largest Net Paid circulation in the Northwest, according to the latest published figures.

MINNESOTA FARM PAPERS

FARM, STOCK & HOME	130,451
The Farmer	124,061

DAKOTA FARM PAPERS

*Northwest Farmstead	92,043
Dakota Farmer	56,296

FARM, STOCK & HOME dominates all others in Minnesota.

MINNESOTA FARM PAPERS

FARM, STOCK & HOME	83,029
The Farmer	79,469

DAKOTA FARM PAPERS

*Northwest Farmstead	51,516
Dakota Farmer	932

FARM, STOCK & HOME dominates all others in North Dakota.

MINNESOTA FARM PAPERS

FARM, STOCK & HOME	19,991
The Farmer	13,179

DAKOTA FARM PAPERS

Dakota Farmer	17,868
*Northwest Farmstead	12,725

FARM, STOCK & HOME received 92.3% more money on subscription in the subscription season from September 1st, 1918, to March 31st, 1919, than it did during the corresponding period a year ago. No subscription contests or "schemes" used during the last six months. Just a natural, healthy condition, because the Northwestern farmers want FARM, STOCK & HOME.



REPRESENTATIVES:

Chicago	J. C. Billingslea
	1119 Advertising Bldg.
New York	A. H. Billingslea
	No. 1 Madison Avenue
St. Louis	A. D. McKinney
	Post-Dispatch Bldg.

*Now printed and mailed at Aberdeen, So. Dak.

ATWATER, MINN.—My father was a subscriber of your paper until he passed away; ever since that time I have been a reader of your paper. Have several other farm papers but I fail to see where they work for the interest of the farmer.
—George Enblom.

LEWISVILLE, MINN., R. 1.—You will please find enclosed check for \$17.25 to pay my full 20 years' subscription to Old Subscribers' Club, for I have taken F., S. & H. ever since 1891 and we want it to keep right on coming for we do like the fight you are putting up for the farmers of the Northwest. It is some comparison to what other paper is doing.—George Goor.

Dennison, Minn.—I wish to say that I have followed your editorials, bought stock and merchandise from your advertisers, approve fully the course you are pursuing in helping the farmers to organize on a business basis, and if at any time I can be of any service to your paper or brother farmers, just let me know. I have yet to find the farm paper which has dedicated itself to the benefits of the farmers in every respect the way you have. Just a few lines relative to Senator Rockne's attitude with regard to the bill permitting farmers' organizations to negotiate prices of their produce. I wish to say that protest meetings had been planned in a good many places in Goodhue County. That we planned on a delegation of farmers to interview Senator Rockne regarding his supposed opposition to your bill to let farmers' organizations negotiate prices of farm produce as we are fully alive to the benefits of this bill to the farmer, and are willing to back any movement towards such legislation with time, presence, dollars and cents.—C. J. Skreen.

RANDOLPH, S. D.—Enclosed find check for \$3.00 to pay for my subscription for six years. I cannot get along without F., S. & H. because I consider it the equal of all other farm papers in every way, and you are deserving of much credit because F., S. & H. is the only farm paper advocating better prices for the products of the farm. While the others are continually urging the farmers to increase the production, none of them seem to favor better prices, co-operation or organization for the betterment of the farmers, because none of them have anything to say in behalf of those things. I believe in increased production plus adequate returns therefor. I have read with much interest your F., S. & H. platform and I want to congratulate you upon the stand you take in regard to the various problems confronting the farmers of the Northwest. You have hit the bull's eye every time and I

Reader Interest—The R

Farm Stock Book

Min

say "More power to you." If the thinking farmers could read that they would all realize that at least one farmer paper understands their needs and is championing their cause. Wishing you much success in your splendid efforts, I am, yours for co-operation and organization.—
H. W. Deans.

ST. JAMES, MINN.—I want to assure you that the Square Deal Farmers' Club appreciates your efforts in their behalf. I also want to especially commend you for your able answer to Mr. G. E. Russell of Waterville, Minn. I have been a subscriber to your FARM, STOCK & HOME for many years and it has always been found an able advocate of the farmers' rights. Sincerely,
S. D. Whiting.

CROOKSTON, MINN., R. 3.—I take great pleasure writing. It does a person good to see someone standing up for right and justice. You seem to be a man who hews straight to the line and lets the chips fly where they will. It's very plain your paper is not controlled by big interests. I am ever a constant reader and yours for success.—
D. A. Miller.

PLUM CITY, WIS.—Enclosed please find three dollars (\$3.00) for renewal. It sure is a real "Farmers'" paper. As for helping the farmer to his rights, they got to go some to beat it. Here is wishing success to the Publisher and his whole working force.—Gideon Ahlquist.

MARSHALL, MINN., R. 4.—Keep up the fight for a square deal for the farmers. The other paper's butcher knife peddler made his annual trip thru here the other day. He had very poor success even if he knocked F., S. & H. something fierce.—Charles H. Carlson.

REYNOLDS, N. D.—Enclosed please find check for \$3.50 for F., S. & H. F., S. & H. gives me great satisfaction. It is a grand paper and it sure has proved itself the farmer's friend. It is worth more to the farmers' cause than all the rest together. With sincere good wishes for FARM, STOCK & HOME and its publisher.—H. J. Rambek.

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—The Reason Why!

Minneapolis, Minn.

STAPLES, MINN.—I had my mind made up to stop all farm papers after reading how they are after farmers. I'll keep F. S. & H. The way the other paper gets its subscribers is by giving butcher knives that are worth more than the paper. I am the son of a Backwoods Pioneer in Jefferson County, Wis. Put twenty hard years in South Dakota and have boosted our creamery here 18 years till it's the biggest in Todd County, Minn. I am the best of four generations so have a kick coming and am a proof that hard work will kill nobody. Our Subertha Creamery done business to K & H at the tune of \$212,000 in 1918. Four-fifths German and Scandinavian descent. Our shipping association shipped over \$200,000 worth of stuff in 1918. God bless you and long live F. S. & H. is the wish of A. Gaumnitz.

CORRELL, MINN.—I know you are for the interest of the farmers. Just wish there were more such good and reliable men throughout the state as Mr. H. N. Owen. We farmers in the Northwest must have profit on the crops we raise or we won't be able to meet our obligations. F. S. & H. is the best paper in the Northwest. I greatly appreciate your effort in our behalf to get a fair price for wheat as it sure shows you are with the farmers, and in the farmers' interest uppermost and fighting our fight when we have been too busy to fight. Best wishes for another successful year. Chas. Mathison.

GARVIN, MINN., R. 2.—F. S. & H. are doing more for the farmers than all the other farm papers together and now if you could help us get this daylight saving bill repealed you sure would be a life long friend of the farmers. Enclosed please find draft for \$3.00 for which extend my subscription for six years. Wishing you success in the future. Olof C. Olson.

ST. PETER, MINN., R. 3, BX. 76.—Enclosed please find my check for \$3.00 for six years' subscription. Now I will say that your paper is the only one that has done anything for the farmers. I, as a farmer, certainly appreciate your stand on

wheat grading act, and every farmer ought to take F. S. & H. for their own good. I have too many farm papers, and will stop some of them. But F. S. & H. will always be welcome.—Elias Peterson.

McINTOSH, MINN.—Resolved that we unanimously herewith show our appreciation with thanks to Harry N. Owen, Publisher of FARM, STOCK & HOME for all his efforts and able manner with which he has fought for the interest of the farmers in getting the guaranteed wheat price to such a successful conclusion, and also for all other stands he has taken for promoting the rights of the farmers and other people in general. Respectfully submitted.—McIntosh Farmers' Club.

GRAND FORKS, N. D.—You certainly are a friend indeed to the farmers. It has been a treat to read the broad-minded editorials in the F. S. & H. and its fight for a square deal for the farmers and compare them with the other farm papers which appear to be merely mouthpieces for the Packer and Milling interests. Your editorial, "No Profits, No Production," is indeed a fact. In the past the farmers have not only kept a close account on cost of production, but are changing now. Keep up the good work you have started and you may be sure it is appreciated by your subscribers. May they multiply. Am enclosing \$3.00 personal check for six years' subscription. I wish I could realize as large a return on every dollar spent as I can in FARM, STOCK & HOME. Your subscription price should be \$1.00 per year.—P. E. Davis.

RALPH, S. D.—Am I with you? Yes. Find my application to join the "Old Subscribers' Club." Your paper is in a class by itself and intelligent farmers appreciate what you are doing in behalf of the farming industry of the Northwest. Have read with disgust the articles in the other paper referred to, and others of a similar tone. Was wondering how much progress union labor, for instance, would make with a mouthpiece as placid as the other paper. The essential part of Farm, Stock & Home's platform remains unchanged, war or no war. Your paper is doing more active work for the farmers of the Northwest in the way of fighting for a square deal for them than all the rest put together that have come to our notice. If farming be allowed to become profitable, it will also at the same time become desirable. This (profits) is the first consideration when it comes to any business and farming should be more important to the country as a whole than many other industries less essential. More power to you. —Edward C. Gustafson.

THE DOMINANT FARM PAPER OF THE NORTHWEST

FARM, STOCK & HOME'S PLATFORM

FARMERS must have prices and marketing conditions that will yield enough profit to induce the boys to stay on the farm and make farming their life work. Unless farmers prosper no other line of industry can make profits. Without profits Liberty Bonds cannot be paid, or War Savings Stamps redeemed.

What FARM, STOCK & HOME Has Done to Support This Platform

FARM, STOCK & HOME has had the Federal Grain Grades changed twice and is working for still further modification. These changes saved the farmers of the Northwest millions of dollars.

FARM, STOCK & HOME got twenty cents a bushel added to the 1918 wheat price, and started agitation for getting legislation raising the 1919 guarantee, which resulted in at least holding the price at the same figure as in 1918. Then when it seemed as though the necessary legislation to carry out this guarantee was to go by default, FARM, STOCK & HOME caused Congress to be flooded with petitions that resulted in getting the bill passed in the last hours of the session, while many important appropriation bills, including the railroad bill, fell by the wayside.

FARM, STOCK & HOME helped the Twin City Milk Producers in the winter of 1917 and 1918 in their successful fight for a profitable price for milk.

FARM, STOCK & HOME sold hundreds of cars of potatoes for its subscribers by putting them in direct touch with consumers in the spring of 1918, when the bottom dropped out of the potato market.

The plan to raise a fund to advertise butter in competition with butter substitutes originated in the office of FARM, STOCK & HOME.

FARM, STOCK & HOME was instrumental in introducing a bill in the 1919 Minnesota legislature, and aided by the loyal work of its subscribers, secured its passage through the House of Representatives, 109 to 9, and through the Senate, 57 to 3, permitting farmers' co-operative organizations to negotiate prices.

March 15th, 1919, FARM, STOCK & HOME protested against the failure of country elevators and millers to pay more than the Government guaranteed price when wheat was selling in Minneapolis at from five to twenty-five cents over the Government minimum price. Within five days of the publication of this protest, the Grain Corporation issued an order compelling country elevators and millers to take these premiums into consideration when buying.

FARM, STOCK & HOME is now working to get the stockyards of the country open to representatives of farmers' co-operative shipping associations.

The Foregoing Shows Why FARM, STOCK & HOME Dominates the Northwest in Circulation

that they are expert tea-blenders.

In all these cases, the truth is being hidden from the public. The moment advertising steps in, concealment vanishes. Broadwood pianos, Radiac collars, Raleigh bicycles, Brooke Bond's tea, reveal their origin. There is a reputation behind them which it is profitable for the advertiser to sustain by good quality. Is not this a good thing for the public?

ADVERTISING CAN NO LONGER MIS-REPRESENT GOODS

It will hardly be profitable to give more than a glance at the historical aspect of advertising. I shall spare you the customary delvings into the classical period, the reference to a "reward" advertisement in Pausanias and the notices affixed, by the Greeks, to statues of the infernal deities. In those days there really was something sinister about advertising! It is best to pass over the advertisements of gladiators unearthed at Pompeii, and the licensed criers of the middle ages, and come to the time when the history of the advertising which I have called "commercial" began. You are not to suppose that there were no honest advertisements in the old days. But the slow decay of exaggeration in the last fifteen years or so of the nineteenth century, and the gradual recognition that nothing sells goods so quickly as telling the truth about them, mark an era of real progress.

I think there can be no doubt that this great reform had its birth in the United States. In 1888, the late George P. Rowell, an American advertising agent, founded the first technical journal of the advertising business—PRINTERS' INK. He taught, as his editor, John Irving Romer, still teaches in the same pages, that if advertising was to have an assured future, the vices of exaggeration and misrepresentation must go. After many years—as recently as in the present century—an effort was made to obtain legislative protection for the public and for the honest advertiser against the competition of the un-

scrupulous. A model statute, which came to be known as the PRINTERS' INK Statute, was drawn up and has been adopted with or without amendment by the State of New York, in thirty-eight other States in the Union, and in the District of Columbia. Many States provide special penalties of fine and imprisonment. In some States newspapers and advertising agents are penalized as well as the actual advertisers.

But however honestly we advertise there would be little justification for the expenditure of a hundred million pounds a year in advertising, if the only effect of this expense was to increase the profits of advertisers. Not in war-time alone, but in all times, waste of money injures the whole community and not only the person whose money is wasted. If the labor purchased by these hundred millions were employed in production of commodities the quantity of commodities would be *pro tanto* increased, and competition would reduce their prices. Therefore we shall not justify the business of advertising unless we show that it is in itself productive.

ADVERTISING CREATED MARKET

Many desirable commodities would not be produced at all, if advertising did not exist, to provide a sufficient market for them. Modern advertising justifies itself economically by its function of bringing knowledge of desirable merchandise to the consumer. To create a new want is justifiable and useful where the standard of living is raised by it. No one would die if the telephone was abolished. But the telephone raises the standard of convenience. A civilized man differs from a savage just as much by his wants as his inventions. Savages do not want to clean their caves. If mechanical carpet-sweepers, like the Bissell, had not been advertised, householders would have been still content with the laborious and ineffectual brooms. They could not have been introduced without advertising. A safety razor not only

cuts less, but also shaves better and closer than a razor of the old type: but the safety razor was at first a rare and clumsy adaptation of the old-fashioned knife-blade razor, so inconvenient that hardly anyone used it until safety razors of the Gillette type were advertised.

But the vacuum cleaner or the player-piano is a better example. These things are not essentials of life; but neither are shirts, collars, or even trousers. The only way to make the vacuum cleaner, which is a great labor saver, and the player-piano, which is a source of much innocent happiness, at a practical price, is to make them in great numbers. The small parts of which these machines are composed would be very expensive to make by hand. Special machines and tools, costing a good deal of money, must be made to turn them out by the thousand. But it certainly would have been very hazardous to install this machinery, unless a quick and an assured market could be foreseen. The only way in which the cleaner and the player-piano could be sold quickly, and at a low selling expense, is by advertising them, so that the machinery can be operated economically and earn interest on its cost. If the inventors waited for the tardy growth of demand through recommendation, finance would eat up all the profits: unless they were sold at a very high price they would cost more than they fetched. It is therefore certain that these commodities would not be produced so plentifully and so cheaply, without advertising.

The framers of the objections against advertising have not, so far as I know, taken up the plausible—though by no means valid—objection that the large sums of money spent in advertising employ labor which could be better employed in production. This objection is academic rather than practical. You cannot condemn advertising on this ground unless you are also prepared to abolish fireworks, jewelry, toys, theatres, billiards, beer, tobacco, and every

other sort of unproductive merchandise.

In the constructive case for advertising, an important element is the fact that where there is a standard, you will not find that staple commodities are any cheaper for not being advertised. Advertised packet-teas are generally a little superior in quality to teas which can be bought from bulk at the same price. Advertised food-stuffs, condiments, textiles, boots, soaps, and other commodities, cost no more than others; some of them less, and the quality of them all is standardized. Competition forces an advertiser to compute the expenses of advertisement as a trade expense, and not as an element in cost. What competition cannot do to an advertised product, is to degrade the quality of it, because the moment a thing is advertised the self-interest of the manufacturer compels him to standardize it.

Business Papers Appoint Special Committee

The Associated Business Papers, Inc., New York, announces the appointment of a special committee to co-operate with the Association of National Advertisers in all matters of common interest. The members are Harry Tipper, *Automotive Industries*, New York, chairman; Henry G. Lord, *Textile World Journal*, Boston; and Jesse H. Neal, executive secretary, The Associated Business Papers, Inc.

The executive committee of The Associated Business Papers, Inc., will hold the annual convention in Chicago next October.

College In—the Water's Fine

A novel shopping service is offered by Stackpole, Moore, Tyron Company, of Hartford, Conn. The store, which sells men's clothing, advertises the free use of its shower baths and dressing rooms in the basement. Before the t. b. m. goes to his golf on a summer afternoon, he stops in to freshen up, usually finding several articles for purchase on the temptingly displayed counters. The bath is patronized by golfers, tennis players, hikers and hand ball enthusiasts from nearby courts, and is said to be one of the store's best trade magnets.

Leon Morgan, formerly with System and service manager of Albert Pick & Company, Chicago, has been made advertising manager of the La Salle Steel Company, in that city.

BRIDGEPORT

Connecticut's Greatest Manufacturing City

Post and Standard Telegram

Connecticut's Largest Circulation

A Combination of Supremacy
In Field and Medium

Averages of Net Paid Circulation As
Reported to P. O. Department

		Telegram	Post	Total
For Six Months Ending	Oct. 1, 1912	15476	12560	28036
" " " "	April 1, 1913	12709	15518	28227
" " " "	Oct. 1, 1913	11659	14578	26237
" " " "	April 1, 1914	10359	12735	23094
" " " "	Oct. 1, 1914	10870	11944	22814
" " " "	April 1, 1915	10038	12138	22176
" " " "	Oct. 1, 1915	11814	13561	25375
" " " "	April 1, 1916	12247	15338	27585
" " " "	Oct. 1, 1916	14930	17089	32019
" " " "	April 1, 1917	13901	18577	32478
" " " "	Oct. 1, 1917	16012	20445	36457
" " " "	April 1, 1918	15475	22129	37604
" " " "	Oct. 1, 1918	18350	25084	43434
" " " "	April 1, 1919	17775	27688	45463
Sunday Post	Oct. 1, 1917	8,866		
" " " "	April 1, 1918	10,071		
" " " "	Oct. 1, 1918	11,666		
" " " "	April 1, 1919	13,205		

Continued Growth Indicates
Resumption of Pre-war Activities

For Advertising Rates, Address

THE POST PUBLISHING CO.
BRIDGEPORT, CONN.

Announcing the Entry of The Bi Exclusive Million-Line-a- 1,055,236 Lines Total and 31,5

The Birmingham News printed 1,055,236 lines of paid advertising in March, scoring a gain of 311,556 lines over the corresponding month of last year. This is the first time in the history of a Southern newspaper that the million line mark has been reached or that so large a gain has been recorded in a single month. Only under the wonderful prosperity prevailing uniformly throughout the great industrial district in which The Birmingham News is published could such an achievement have been possible. That the advertising columns of its newspapers are an unfailing barometer of business in a community was never more clearly demonstrated than in the following comparative March advertising record:

	The Age-Herald		THE NEWS		The Ledger	
	1919	1918	1919	1918	1919	1918
Local	433,720	373,338	782,810	563,234	336,854	302,022
Foreign	155,442	113,498	272,426	180,446	78,890	92,232
Total	589,162	486,836	1,055,236	743,680	415,744	394,254
	Gain 102,326		GAIN 311,556		Gain 21,490	

With the achievement of printing more than a million lines of advertising in a single month, The News enters that distinguished list of American newspapers known as The Million Club. Heretofore its membership has been confined to about one newspaper in each of the half dozen largest cities in the United States. The News has been knocking for admission for several months and now becomes its first member from the South. March was the heaviest newspaper advertising month in the history of Birmingham, with a total for the three newspapers of 2,060,142 lines. Of this amazing total The News carried 1,055,236 lines, or 51 per cent of the whole. Its excess over both of its competitors combined was 50,330 lines. Here is a comparison in lines which will prove interesting to advertisers everywhere:

The Birmingham News	1,055,236
The Age-Herald	589,162
The Ledger	415,744
Age-Herald and Ledger combined	1,004,906
THE NEWS' excess over Age-Herald and Ledger combined	50,330

The News' gain of 311,556 lines was more than two and one-half times the combined gains of both its competitors, 122,816 lines, the actual excess being 187,740 lines. A striking feature of the comparison is that The News carried more than two and one-half times as much advertising as The Ledger and that its gain alone amounted approximately to three-fourths of The Ledger's total, while The News' total was nearly double The Age-Herald's total. When these figures are considered in connection with the fact that all advertisers pay a uniformly higher rate to The News than to either of its competitors, convincing proof is afforded of the opinion of both local and national advertisers as to newspaper values in Birmingham.

Advertisers Can Dominate Birmingham—At ONE COST—By Concentrating in THE NEWS

Member Audit Bureau of C

The Birmingham

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The Birmingham News into the one-a-Month Class, with 31,556 Lines Gain for March



Local advertising indicates the home merchants' close-up appraisal of the relative values of their newspapers. The merchants of Birmingham are liberal but discriminating advertisers. Month by month they are increasing their purchases of space in The Birmingham News, and always this is greater than their space in both of the other two Birmingham newspapers combined. In March they bought 782,816 lines in The News as against 533,324 lines for March of last year, an increase of 249,576 lines, or 39 per cent. This was materially in excess of their space in both of its competitors combined. And in every instance they paid a higher rate to The News. Here are the comparative local advertising figures for March:

The Birmingham News	782,816
The Age-Herald	433,720
The Ledger	336,854
Age-Herald and Ledger combined	770,574
THE NEWS' excess over Age-Herald and Ledger combined	12,236

National advertisers in recent months have evidenced a lively and sustained interest in the great Birmingham industrial district. They have shared with the local merchants their faith in the solidity of its present prosperity and in the brightness of its future. They have invested liberally in newspaper advertising here, and the fact that their appropriations are constantly increasing is sufficient proof that they are finding the returns highly satisfactory. Practically without exception they have used The Birmingham News heavily to reach this profitable market and many cases exclusively. Thus in March they bought 272,426 lines in The News, an increase of 21,080 lines or 81 per cent, over the corresponding month of last year and an excess of 28,094 lines over their space in both of the other two Birmingham newspapers combined. Here are the figures:

The Birmingham News	272,426
The Age-Herald	155,442
The Ledger	78,890
Age-Herald and Ledger combined	234,332
THE NEWS' excess over Age-Herald and Ledger combined	38,094

The Birmingham News printed 13,299 separate and distinct classified advertisements in the month of March as against 8,278 for the corresponding month of last year—a gain of 5,021, or 61 per cent. The total exceeded by more than 2,000 the largest number of classified advertisements previously printed in a single month by The News and was exactly 1,261 more than were ever printed by any two other Birmingham newspapers combined in a single month. These 13,299 advertisements filled space of 7,768 inches—a gain of 2,101 inches over the corresponding month of last year. There is no surer index to the circulation and influence of a newspaper than is afforded by the patronage of its Classified Columns.

Buy of Circulations

inham News

Great Newspaper

**KELLY-SMITH CO., Foreign
Representatives, Marbridge Bldg.,
New York; Lytton Bldg., Chicago**



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

NEW YORK

208 So. LaSalle St.

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



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The Story-Appeal in Technical Copy

How "Texas" Jones, Mythical Salesman, Gets Orders for the Texas Company

FROM the moment an advertiser starts to exploit his goods he has with him the perennial problem of how to give a readable slant to his copy.

Heaven knows it is hard enough to give life and readability to such things as by nature are close to the hearts of the human family—baby carriages, for example, pocket books and fine apparel. When, however, he must try to set up a bond of friendship between the so-called consumer and such products as machine tools, roller bearings, bricks, cement, and a hundred other things not difficult to think of, your product quite possibly among them, then he certainly is up against it!

Take the case of crater compound, superheat valve oil, rod cup grease, locomotive front end paint—or the traditional door-nail, for example—how can these highly inanimate objects be humanized in the advertising pages of a business paper, week after week, in a way that will repeatedly capture the attention of your much-battered railroad executive? And how, his attention captured, can he be persuaded of the merit of these same inanimate products, one by one and week after week, until, most important of all, he is convinced to the point of buying?

This in brief is one of the major problems that the Texas Company has attempted to solve in its recent advertising of a

widely diversified line of railroad products. The copy plan that found favor with this company is the use of a continued story-advertisement, in which is related through many weekly issues, "How 'Texas' Jones Convinced the Railways."



How "Texas" Jones Convinced The Railways

"Texas" Jones' Report

"MR. JONES," said the Chairman to me after the last session, "the Board seems to think, judging from the testimony of your Report at its second session, that 'Texaco' Company cannot be of service to the many railway lines. Therefore, Mr. Jones, at our next session, kindly come prepared to discuss 'Texaco' further. I proposed, but I did not discuss 'Texaco,' say Report, T. Jackson, did that."

As soon as the session opened, the Chairman called on me, and I introduced my Report. The Chairman did not catch his name, and asked for it. "T. Jackson, sir," I said. "Where is 'Texaco' Jack? for someone which he will explain."

"Why do they call me 'Texaco Jack'?" said Jackson. "Because I'm always talking about the many uses of 'Texaco,' which makes goods come off the 'rolling cotton' through a set back, and long general build a product of a thousand uses."

"What are some of these uses?" the Chairman asked. "Lubricating motor plates on

passenger cars, for all gears and cables on steam shovels, winches, etc. There is none of the 'Texaco' done for us, but the job which got me stuck on 'Texaco' was protecting every gleam of iron bridges. You see there is some four feet metal passing over our line, and the bridge men did give trouble running out these gleams. It didn't work. Why? Because we cannot flame gleams with 'Texaco' but I'll not rest until I work right then. No trouble done, and here is a big point, that 'Texaco' went through the Winter and Spring and came out looking as if she had just been applied."

"Any other uses, Mr. Jones?" said the Chairman. "Cooling track, insulating and carrying, steam locomotives, to prevent rust. Doing for numerous conveyor belts, and I can't begin to tell you all, but I'll tell you this gentlemen, 'Texaco' Company has proved itself the product of a thousand uses, which saves thousands of dollars for the same every year."

"From that off come before the Board again at that next session and the Chairman's Report falls to again. Will? Read and so."

A TYPICAL PAGE OF THE "TEXAS" JONES SERIES

In this series of advertisements "Texas" Jones, star salesman of Texaco products, summons on the carpet one by one a score of picturesque characters—"Unhappy Hank," "Mikado" Mike (named after a famous mogul), "Muck" Barr, "Turnout" Tom, "Slab" Frame and others of the same hail-fellow type, regular train men all, and calls on each of them

to tell the "Railway Purchase Board" his experiences with some one or more of the Texaco products.

The illustrations that accompany these advertisements are uniform in size, position and treatment, and show "Hank" or "Mike" or one of the others (half-tone, silhouetted) addressing with forceful gesture the Railway Purchase Board (highlighted in the background). Some of these illustrations show the board room, others scenes in the shops or train yards, with "Hank" or "Mike" pointing significantly to a journal box or the grooves of a steam hammer. Incidentally, the spokesmen in these pictures are not entirely creatures of the imagination. They were chosen with great care from among the railroad men in the yards and shops, to fit the particular needs of the story. They have actual existence in the flesh.

Advertisement Number One of the series gives this pretext for calling in the witnesses:

"Sit down, Texas," said the Manager. "I've been watching your work, and while I hate to call you off the road . . . your record has convinced me that it will 'ginger up' our sales force to get a line on how you convinced those hard-headed railroad officials that the solution of their lubricating problems was Texaco oils, lubricating compounds and greases. How did you put it across, Texas?"

"Texas" Jones grinned. "I might tell you that I sell the railways because I think, dream and talk Texaco oils every day, including Workless Mondays, but I won't. . . . The truth is, I was not the man who convinced them or the man who sold 'em. All I did was to enable them to convince themselves. Fact is, I just sat tight and listened while they sold themselves."

"Texas," said the Manager, "what kind of a yarn is that? You are keeping something back, though that something isn't orders for Texaco oils. Now open up and give me the plan, the scheme, the selling angle, or whatever it was that brought those orders in."

"I'll not tell you," said Jones. "But listen, I'll do better than that—I'll let the fellows who turned the trick tell the tale of how the railroads learned that real lubrication means Texaco lubricants."

Then comes the old-fashioned lure of the serial story:

The graphic selling plan of "Texas" Jones interested the Manager greatly.

Follow this testimony and it will interest you. Just read the story of "Flippant Phil" in the next issue and see.

The gist of the Flippant Phil story is that he overslept one morning (Phil is a baggage man) because the cinder cranes operated by "Unhappy" Hank had failed to wake him. Certain outrageously noisy gears, it seems, had, unbeknown to Flippant Phil, been treated with Texaco Crater Compound. Evidence to substantiate this morning nap is brought in, and the reader is again lured on to the next installment by the following naive invitation:

Don't fail to read the startling testimony of "Unhappy" Hank, the Expert on Cinder Crane Gear Lubrication, as given in the next issue.

—And so on through the entire series. One additional extract from these advertisements will indicate the object they seek to accomplish and will suggest some of the varied possibilities of this method. The following is chosen because it visualizes a definite trouble the railroads have to combat—the rusting of the cross girders of iron bridges from the brine that spills out of refrigerator cars—and recommends a definite Texaco product as a remedy for that trouble. T. Jackson, known as "Texas Jack," is speaking, and after he has paid tribute to Crater Compound for the efficacious way in which it soothes noisy gears and lubricates such things as centre plates on passenger cars and cables on steam shovels, he goes on to say:

. . . "There is some of the jobs 'Crater' does for us, but the job which got me stuck on 'Crater' was protecting cross girders of iron bridges.

"You see, there is some few meat trains passing over our line, and the brine sure did give trouble rusting out them girders. It don't now. Why? Because we coated them girders with 'Crater' last fall and rust quit work right then. No trouble since, and here is a big point, that 'Crater' went through the winter and spring and came out looking as if she had just been applied. . . ."

This particular series of advertisements undoubtedly owes much of its success to the somewhat novel manner in which the story

WANTED

To Buy a Business

We have a customer who wishes to extend his activities, and has asked us to find a growing business for his investment.

Perhaps you know of some trustee, widow or man wishing to retire, who has a business of the kind sought.

No oil-well, real estate, mining, moving picture or get-rich-quick venture need apply.

A first-class specialty in the hardware, grocery or toilet goods field would be especially attractive, particularly if this specialty has succeeded without advertising and has shown natural growth and increasing repeat orders.

Such a business, if successful (even with a limited distribution) would respond surely to national advertising and intensive selling methods.

We know of one such business that sold within the last few years for \$5,000 and another for \$850,000. Both have already proved excellent investments.

Any communication will be regarded as confidential if you wish, but preliminary correspondence must clearly indicate age, size and type of business, although the identity need not be disclosed until later, if desired.

Address S. R. L., Butterick Building, New York.

Butterick—Publisher

**The Delineator
Everybody's Magazine**

Two dollars the year, each

of "Texas" Jones is presented. A number of letters that have been received at the office of the vice-president in charge of railroad work, at Houston, Texas, inquiring about certain of the Texaco products and addressed in the utmost seriousness to "Texas" Jones, suggests that what the "star salesman" has to say is being taken in good faith and that in certain quarters at least he has become very much of a personality.

Obviously, however, one should thoroughly know his craft before entrusting to story people sales arguments for, say lubricating oils and greases! And in the matter of conversations, the greatest care is not too great.

The entire series of instalments, gathered into a nine by twelve booklet, is now being used as follow-up, and the lure of the continued story, which was relied upon to carry the reader over from one week's issue to the next is perhaps even stronger in persuading the reader to turn page after page of the booklet. A synopsis worded in something of a "Robin Hood" style introduces the series, possibly to give added assurance to the railroad executive that the object of the series is chiefly to entertain. If it *should* succeed in winning his confidence in Texaco products, says the author by inference, that's his own fault. For my part, I'm entirely without guile in the matter. See—here is a table of the merrie adventures I am going to recount to him!

The concluding advertisement in the booklet is the key to a second series. Texas Jones has now been appointed "Adviser on Railway Lubricating Problems" and each week he writes a different letter (reproduced in the advertisement) in which he quotes "Muck" Barr, "Flippant Phil" or some one of the others, and now and then accompanies the letter with the appropriate illustration from the preceding series.

Here, then, is copy that departs rather widely from the technical

and scientific. Its strength depends upon the simplicity and naturalness and conviction with which each of the humble witnesses gives his testimony. Assuming that the narrative rings true from start to finish, copy of the "Texas" Jones type for the humanizing of highly inanimate things is a surprisingly facile instrument.

Cigar Stores Want Small Package Candies

Manufacturers of candy are missing a big opportunity by not putting up more of their products in small packages, according to a recent article in *Tobacco World*.

"Men don't like to buy the candy they are going to consume themselves in large packages," it is said. "It is not the cost of these packages they object to, but the size. They have no desire at all to carry a large box of candy to the office and keep it in a desk drawer. There are many men who do not spend their time in offices. They are outside during the greater part of the day and can hardly carry around large packages with them. What they want is small packages easily carried in the pocket. Since most of the business that the cigar store can expect to do will be done with men, it will be well to bear this fact in mind.

"The candy that will sell fastest, and therefore the candy on which the largest annual profit can be realized, is that put up in small packages. The selling prices for these packages may be five, ten, fifteen, twenty or twenty-five cents, but the first requisite of ready sale is that the packages fit the pocket. If they are too large to carry in the pocket there is going to be some difficulty in moving the stock.

"A very considerable line may be carried with profit. In fact, all kinds of candy will find a ready market provided it is packed in small packages. Candy manufacturers are not yet giving as much attention to this class of trade as they soon will be. They are not packing enough of their candies in packages which will make them profitable side lines for the cigar stores, but when both the cigar store owner and the candy manufacturer come to a clearer realization of the great market now opening up this difficulty will most surely be removed."

Changes in Stone Printing and Mfg. Co.

R. A. Hughes, formerly with the Stone Printing and Manufacturing Company, Roanoke, Va., is now directing the Virginia Specialty Company. G. G. Gooch, Jr., treasurer of the Stone company, is in charge of the company's twelve-sheet poster calendar department.



CONDÉ NAST

ANNOUNCES THE FOLLOWING APPOINTMENTS

WARREN KELLY, as Advertising Manager
of British **VOGUE**

To develop the British **VOGUE** in America

M. ABBOTT KIMBALL, as Advertising Manager
of Spanish **VOGUE**

E. C. CONOVER, as Advertising Manager
of **HOUSE** and **GARDEN**





Reliable Service

- ¶ Modern efficiency, which is the basis of our organization, assures delivery of an order at a pre-determined hour.
- ¶ A glance at our charts enables us to control every piece of work in the process of production.
- ¶ These features, together with other elements of our highly trained organization, greatly facilitate the handling of your own details, because you can confidently rely on art work that will be delivered ON TIME.

CROWDER & KLAPKA STUDIOS

Designers and Illustrators—Photograph Retouchers
608 South Dearborn Street
CHICAGO

Advertising Agents Predict Record-Breaking Business

Executive Committee of A. A. A. A. Holds Eventful Meeting in Chicago
—Plans Outlined for Use of Newspapers in National Advertising

THE advertising business for this year is going into unprecedented volume, according to representatives of advertising agencies who attended the executive committee meeting of the American Association of Advertising Agencies in Chicago last week. Nearly all of the agencies represented reported notable increases over any previous year.

Ambitious plans to boost the Victory Loan were made by the committee. It was announced that more than 2,000 pages of space had been contributed by various periodicals, newspapers, business journals and farm journals to advertise the loan. This space has a value of \$600,000. James O'Shaughnessy, executive secretary of the association, said the members had turned in with remarkable speed ideas, text and drawings for loan advertising.

"All the members," he said, "are tremendously interested in the success of the loan and there is a highly optimistic feeling that it will succeed with even greater ease than any of its four predecessors.

"The patriotic and unprecedented stand of the publishers in contributing this space comes unsolicited so far as this organization is concerned, although the entire advertising for the fifth and last loan has been placed with us. The response comes from a simple request made by Secretary Glass."

Plans were made also to extend the activities of the association so as to do more and better work for the good of advertising agencies in general. It was decided that the centre of advertising, at least for the present, is in the Central West. The association agreed, therefore, to open a branch executive office in Chicago and have in that city a competent manager and a corps of

workers just as the association has in New York. In other words, the members are planning to work more strenuously and harmoniously than ever to the end that advertising should be advertised.

RELATIONS OF AGENCIES ONE WITH ANOTHER

The general feeling was expressed by William H. Rankin, chairman of the newspaper division, when he said the spirit of friendliness now existing among advertising agency men both East and West has been due largely to the work of the association.

"Years ago," said Mr. Rankin, "it was impossible for competitive advertising agency men to dine at the same table and discuss matters for the betterment of the business. To-day those things are different and as a result the advertising business and the advertising agency business are on a much higher plane. It was this better feeling that enabled the advertising agency men to work together and accomplish such wonderful things toward the winning of the war. It is just as important to have the friendship and good will of your competitors as of your customers."

Constructive plans for helping the agencies use newspapers as a national advertising medium were made. Upon William H. Rankin and a committee composed of one man from each advertising agency council in Boston, Philadelphia, New York, the South and the West were placed the responsibility for promoting newspaper advertising in behalf of the association members. Mr. Rankin submitted plans with a map showing how newspapers could be used for national advertising and giving campaigns ranging in size from 5,000 to 50,000 lines a year.

The members were shown that they can now buy more than 4,000,000 circulation nationally in rotogravure sections, making this unit the largest combined circulation of any national medium. It was pointed out that if the newspapers with rotogravure sections could combine in some way and sell these sections as a unit for national advertising purposes it would be very helpful to the newspapers and everybody else concerned.

Secretary O'Shaughnessy said it probably would not be necessary now for the Federal Trade Commission to step in and regulate the advertising agency business. The movement which started at the last meeting to eliminate rate cutting and rebating from the business had made very encouraging progress.

"Rate cutting," said Mr. O'Shaughnessy, "is being eliminated from the advertising business much as it was from the railroad business. The difference is that the interstate commerce commission had to do the regulating for the railroads, whereas the advertising men of their own accord started in to clean house for themselves. The ruling made by Chairman Colver of the Federal Trade Commission that it was unfair competition for any advertising agency to cut prices or to sell advertising space at a less rate than the newspaper would sell it to the advertiser direct has made it possible for the advertising agencies to prove to their customers that it is illegal for them to handle business at cut rates.

For this reason customers easily are willing to change their basis of doing business with the agencies and as a result the agency business has been helped very materially.

J. W. Barber, of the Barber agency of Boston, referred to Chicago as the advertising centre of the world. This once had been Philadelphia, he said. Then it got to be New York. Now it is very properly located in the Central West.

Ask Revision of Trust Laws

THE business men of the nation as represented by the United States Chamber of Commerce are overwhelmingly in favor of a general liberalization of the existing laws governing the operation of industry.

In a country-wide referendum covering all the affiliated trade and commercial organizations the recorded opinion of the business interests is decisively in favor of legislation that will permit the manufacturers of the United States full opportunity to bid for foreign trade without hampering restrictions.

The belief is clearly made plain that this can be done without in any way weakening the legitimate protection of domestic consumers from unfair business practices. The matter is one that will come up for further consideration at the annual meeting of the United States Chamber of Commerce to be held in St. Louis the last of this month.

The four basic proposals, as submitted to the business men of the country, and the vote as announced follow:

Congress should be asked immediately to reconsider the present situation of all statutes constituting our anti-trust legislation—for, 1,543; against, 51.

In reconsideration of existing anti-trust legislation there should be formulation of standards of general business conduct to be administered by a supervisory body—for, 1,159; against, 389.

An enlarged Federal Trade Commission should be made the supervisory body—for, 1,102; against, 437.

In view of the importance of the functions of the trade commission as they would exist the membership of the Federal Trade Commission should be increased to nine—for, 1,104; against, 422.

The Glidden Company, Cleveland, Ohio, has taken over the business of the A. Wilhelm Company, Reading, Pa., maker of dry colors and chemicals.

In the Rear Seat of an Automobile



SUPPOSE, Mr. Advertiser, that you could get on the running board of every EIGHTH automobile in the State of Georgia, hand your copy to the occupants and say "Here, look at this bargain in soap, or seeds, or canned goods" (as your case may be).

Undignified merchandising, to be sure, but—

One out of every eight automobile owners in Georgia reads the SOUTHERN RURALIST. A check of subscription list against the 1918 automobile registration proved it.—Those figures are representative of all the thirteen Southern States where the SOUTHERN RURALIST dominates.

It is a singular fact that the growth of the SOUTHERN RURALIST (44,061 last year) has paralleled the growth of automobiles and tractors in the South.

The SOUTHERN RURALIST leads in inquiries and sales, and it has been known to pull more returns than the SECOND and THIRD farm papers of the South COMBINED.

Singular facts are significant.

Send for Rate Card and Circulation Statement

SOUTHERN RURALIST

Audited by A. B. C.

ATLANTA

CHICAGO	ST. LOUIS	MINNEAPOLIS	NEW YORK
J. C. Billingslea	A. D. McKinney	E. R. Ring	A. H. Billingslea
Advertising Bldg.	Post Dispatch Bldg.	Palace Bldg.	No. 1 Madison Ave.

Q Supplement your campaign in the Southern Ruralist with a trade appeal in the Southern Planter, of Richmond. This established organ has a loyal following in the South Atlantic States.

The Case Against Bolshevism

Democracy and Not Class Rule Will Better the Lot of the Average Man

By Chester M. Wright

Of the American Alliance for Labor and Democracy and Former Editor
New York Call

[EDITORIAL NOTE:—The following article is of peculiar interest to business executives at this time because it is written from the labor viewpoint. Without invective or denunciation, Mr. Wright shows why Bolshevism can never be accepted by American labor. The fact that Mr. Wright up to the time of the war was editor of the Socialist *New York Call* makes his statement even more interesting. During the war as publicity director for the American Alliance of Labor and Democracy his work was to stimulate the loyalty and productive patriotism of American workers. In March, 1918, Mr. Wright went to Europe as part of a mission sent by the American Federation of Labor to study labor conditions abroad and to present the American viewpoint to labor groups abroad. He has just returned from Paris, where he reported the peace conference from the labor point of view.]

THERE is only one way of making progress.

That is by assuring in advance that what is gained can be held.

Progress made through the orderly processes of democracy can be held because the machinery through which it was secured remains intact and can be used over and over again.

The American people have built their progress on that basis. They have grown up in the practice of democracy.

The plain fact is that the lot of the average man in America is better to-day than the lot of the average man in any other nation.

The lot of the average man ought to be a lot better than it is, and it can and will be made better by using the machinery that we have found reliable and good in the past.

There are a lot of abuses in America that have got to go. The machinery of our democracy has the capacity for getting rid of those abuses. Let us use that machinery.

Bolshevism is a theory of government in which democracy disappears, because a large part of the population is denied the right to have any voice in what is done.

Bolshevism is a word that we got from Russia when the Lenine revolution came along. Under Bolshevism there is set up what is called the dictatorship of the proletariat. This means that the manual workers of the nation are the only ones who have a voice in national and local governmental affairs. Under Bolshevism this means a great deal, for it means every kind of affairs that have to do with life and work.

PEOPLE'S VOICE UNHEARD

In actual practice, as in Russia, it soon comes to mean that not even the manual workers have a voice, because there arises a small government clique that dominates everything. Eventually it comes down to a dictatorship by one man, or perhaps a half-dozen men, which is exactly what Russia had before the Kerensky revolution and pretty much what Germany had before Wilhelm decided to take a vacation in Holland.

Nobody hears much about the Russian soviets to-day, but everybody hears a great deal about Lenine.

Under Bolshevism a great many workers would have nothing to say about affairs, because they would not be classed as belonging to the proletariat, which is a Latin word that got its meaning in the time of the Roman empire and was applied to the small and then despised group that toiled. Since there were no brain workers then the meaning of the word took in only manual workers.

In Russia a great many persons who contributed much to the well-being of society were murdered by the Bolsheviks. These people were said to belong to the middle class. Capitalists, of course, were shot without hesitation. They were not even given a chance to become anything else.

Circulation Audited by A. B. C.

Member National
Association of
Manufacturers
Since Founded



Member
The Merchants
Association
of New York

Facts in Brief Regarding

EL COMERCIO

EL COMERCIO the **FIRST** and **OLDEST** Export Journal in the **WORLD**—Established, 1875, published every month since without change of ownership or management.

EL COMERCIO is nearly **FIFTEEN YEARS** OLDER than any other **SPANISH** Export Journal. Nearly **THREE YEARS** the **SENIOR** of ANY Export Journal published in the United States.

EL COMERCIO is NOT an EPHEMERAL "CATCH-PENNY" SCHEME, but a Journal of Recognized Standing, with an established reputation and prestige of 44 years to sustain.

EL COMERCIO'S interests are confined to the **SPANISH** and **PORTUGUESE** speaking Countries of the World, including **LATIN AMERICA** in which Trade we specialize.

EL COMERCIO'S OBJECT and AIM is to foster and bring about a closer union of Commercial and Social Interests between the peoples of the United States and those of the **SPANISH, PORTUGUESE** and **LATIN AMERICAN** Countries.

EL COMERCIO'S POLICY is **INDEPENDENT**—not controlled by any outside influences, is **NON-Political** and **NON-Religious**, confined strictly to Topics of General Commercial Interests, including Mining, Mechanical and Electrical Engineering, Architecture, Agricultural, Science, Arts, Textiles, etc., embracing Commerce and Industry in all departments.

EL COMERCIO'S CIRCULATION is Sworn to and Guaranteed by **A. B. C.** **EL COMERCIO** is not shipped in bulk by freight, to save expensive postage, to Commission Merchants, Importers, Agents, or to other well-meaning persons to distribute; but goes direct from Bindery to Post Office in individual wrappers, with postage fully prepaid, to separate addresses.

EL COMERCIO'S ADVERTISING RATES and TERMS are Moderate—commensurate with the Services rendered.

EL COMERCIO'S BEST REFERENCES are its ADVERTISERS. Inquire of them.

EL COMERCIO ASSUMING that the **EXPORT TRADE** may be somewhat new to you, would therefore ask, why experiment in advertising, with media of questionable or unknown value, when **EL COMERCIO** affords you such splendid EVIDENCE of ACHIEVEMENT?

AN ADVERTISEMENT in **EL COMERCIO** gives a standing to your House, Representatives and Circular Matter; also to your Advertisements in **LOCAL Foreign Journals**.

IN CONSIDERING EXPORT ADVERTISING do not overlook these **ALL-Important Facts**, conceded by **THOSE WHO KNOW**.

A Free Sample Copy of **EL COMERCIO** Circular, Rates, etc., Will Be Sent Upon Request.

Countries Covered by

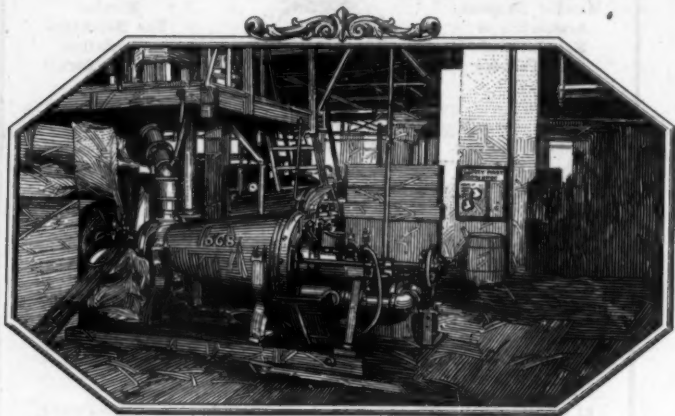
EL COMERCIO

SOUTH AMERICA: (Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela.) **CENTRAL AMERICA:** (Costa Rica, Guatemala, Honduras, Nicaragua, Panama, Salvador.) **MEXICO, PHILIPPINES, WEST INDIES:** (Cuba, Haiti, Puerto Rico, San Domingo, Trinidad.) **EUROPE:** (Portugal, Spain.)

J. Shepherd Clark Co., Editors and Publishers

Burnet L. Clark, President and Manager

114 Liberty Street - - - New York City



*The Jordan refiner
reduces the pulp fibres
to uniform length*

SYSTEMS

Given - To Prove - Proven

Given—A manufacturer producing a bond paper with the definite purpose of meeting the "happy mean"—i.e. the quality business prefers combined with moderate cost.

To prove—That such a paper can be achieved by paper making skill and experience working on the basis of large resources, control of raw materials, self-performance of every process.

Proven—That Systems Bond successfully meets the end sought—by any one testing it out for his next order of letterheads.

Your printer can secure for you our book "The Modern Manufacture of Writing Paper."

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript, and Atlantic marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.

Mills at Bangor and Lincoln, Maine



BOND



*"The Rag-content Loft-dried Paper
at the Reasonable Price"*

This not only works a great injustice to a large number of persons, but it deprives the nation of the services of a great many individuals at a time when all possible service is needed urgently.

It is quite probable that a Government conducted entirely by manual workers would be as good as a Government controlled entirely by a despotism such as the czar conducted—perhaps it would be a great deal better.

But a despotism of any kind is a despotism and is therefore bound to work the most flagrant and unbearable injustices.

The Lenine despotism has worked injustices of the most horrible nature and is certain to continue to work injustices. Despotisms cannot be just. That is one of the world's indisputable truths.

Those who defend the Lenine kind of despotism will say that it is better to work injustice to capitalists through a dictatorship of the proletariat than to work injustice to workers through a dictatorship of the old-style governing class.

That is entirely outside the question, for the world to-day does not need to choose between various styles of dictatorships. It has to choose only between dictatorship and democracy.

Lenine laughs at democracy and his followers echo his jibes.

THE DEATH KNEEL OF DEMOCRACY

It is not any reflection upon the integrity or good intentions of workers in the average to condemn a dictatorship by working people as a kind of Government. The issue is not one of people. It is one of fundamental principles. From the day she came into being America has said that no set of men could be wise enough or good enough to rule over another set of men. America believes that to-day, and is going to keep on believing it, for it is one of those simple truths that last through the changing ages as well as through the changing seasons.

There are in America to-day a number of persons who are spend-

ing a great deal of time urging Americans to overthrow the American democracy and set up a dictatorship of the proletariat.

These propagandists point out in great detail the abuses that exist in the American democracy. They will say, for example, that workers in the steel mills are slaves and suffer under conditions that are very hard. Therefore, they should set up a dictatorship of the proletariat and free themselves. This is ridiculous, of course, for under a dictatorship nobody is free.

Moreover, it is highly probable that the working people would suffer as much under a dictatorship of the proletariat as they would under any other kind of dictatorship. It has worked out so in Russia, according to the best evidence obtainable.

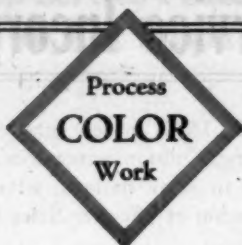
Not a great many people in America to-day believe in having a dictatorship of the proletariat. They do not want any kind of dictatorship. They want not less democracy, but more of it. They believe that "the cure for the evils of democracy is more democracy."

However, the propaganda goes on, for there are always shallow minded persons to whom that which is far away always looks good. And there are a certain number who make their living by pushing various kinds of propaganda and to whom the latest and newest kind of propaganda is the most salable merchandise. They will continue to preach Bolshevism as long as there are listeners who will put money in a collection basket and buy leaflets.

America's safeguard against Bolshevism will be the greatest possible freedom from abuses in industry and in political life and in a thorough understanding on the part of the people of what Bolshevism means.

W. O. Rutherford Heads Better Letters Association

W. O. Rutherford, vice-president in charge of sales at the B. F. Goodrich Company, Akron, Ohio, has been appointed president of the Better Business Letters Conference.



MR. ADVERTISER:

WHEN you plan a campaign of advertising, an important feature in the consummation of that business-producing scheme is to have at hand, ready for immediate use, a supply of Follow-Up

PRINTING

in the shape of a booklet, which should be written, edited and printed in such a manner and style as to impress the recipient so favorably that it will clinch an order.

If you are not getting that kind of material in your FOLLOW-UP literature—booklets, catalogues, etc.—you are not realizing the gross percentage due on your expenditure.

It requires practical knowledge, thought, care and artistic skill to create and produce successful trade-winners. We possess these qualifications, and if you write, phone or call, will demonstrate what we can do.

CHARLES FRANCIS PRESS

—PRINTING CRAFTS BUILDING—

Eighth Ave., 33d to 34th Streets, New York

Phone 3210 Greeley

Hop Service Incorporates

HOP SERVICE, INC., in new quarters at 1105 Advertising Building, Chicago, announces a well rounded out organization to serve national advertisers and manufacturers in the creation of effective Sales Promotional Ideas.

With new features added and increased facilities for the production of Hop Service Business Cartoons and Letter Stuffers, for use in House Organs, Salesmen's Bulletins and Jobbers' and Dealers' literature, Hop Service, Inc., will begin an intensive sales promotional campaign. Advertising copy will appear in Printers' Ink, System, Mailbag, and other trade publications.

Frank W. Hopkins, President, will devote his personal attention to Plan and Promotional work and will continue to create special designs for national advertisers and manufacturers.

Carl Acton, formerly Assistant Chicago Manager for Printers' Ink, has joined Hop Service, Inc., as Sales Manager, and will direct the sales and advertising campaign now in progress.

Ed. H. Burns, Jr., has been appointed Assistant Sales Manager.

If you have a selling organization you need Hop Service. Hop Business Cartoons and Letter Stuffers are now in use by hundreds of the larger national manufacturers and advertisers.

Write for Hop Service Business Cartoon Folio.



The New Hop Service Feature— A Photo-Art Department



George A. Alsop, whose "Red Book" illustrations and "Country Gentleman" covers are well known, and whose commercial photo-art service has been used by many of the largest advertisers, will direct this new feature.

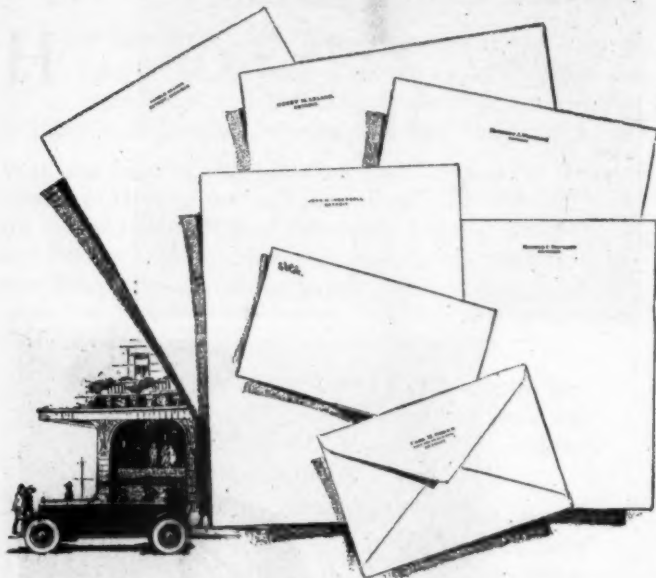
Look at these illustrations and consider how the Hop Service Photo-Art process can be adapted to your requirements. By this method a penciled layout can be posed from life, and finished in half-tone or any form of color treatment.

Write for Hop Service Photo-Art literature.



Traub Embossed Letter-Heads

STAMPED FROM STEEL



Your Personal Stationery

is accepted as an expression of your inner self—as well as a standard for the impression you wish to make on your recipient.

Is it not significant that so many men of national prominence have chosen Traub Embossed Letterheads as their personal "Letter Representatives?"

And is it not fortunate that the "Stamped-from-Steel" Process enables you and other foresighted men to employ dignified embossed letterheads at a cost of only one tenth to three tenths of a cent more per letter than ordinary cheap stationery?

Write for the interesting Traub Portfolio of Sample Letterheads.

The Traub Engraving Company

EMBOSSED STATIONERY STAMPED FROM STEEL

864-878 WOODWARD AVENUE

DETROIT

Southern Pine Association Starts New Building Drive

Advises Retail Lumbermen to Follow Seattle's Successful Campaign

A PLAN—endorsed by the Department of Labor—whereby retail lumbermen are urged to call a meeting of local interests to stimulate building is being advertised by the Southern Pine Association. "Own a Home" newspaper advertisements, picture slides and posters are offered to the trade at cost, while a book entitled "Call a Meeting" is being placed in rapid circulation.

"Ask every man in your community who is interested in building or building material to attend," reads the text. "Then start something!" Emphasis is placed upon the recent campaign in Seattle, whereby 3,700 new homes are being constructed as a result of concerted action fostered by the Seattle Commercial Club and Chamber of Commerce. The drive lasted just five days and brought together architects, contractors, real estate men, bankers, etc., with prospective home builders, resulting in a phenomenal stimulus to building.

In an article, written for the *American Contractor* and reproduced in the literature of the Southern Pine Association, the organization which put over this successful movement is described in detail:

"The men who joined the More Homes Bureau donated their time and services to the organization for patriotic reasons, without recompense. The ideal of each man was a city of homes without tenements, dormitories and inadequate, temporary, congested housing.

"In putting the plan into practice, the whole lower floor of one of the large downtown office buildings was loaned to the bureau and departments formed, each in charge of a committee best suited to its work and thoroughly capable in training and experience to advise and help in some particular phase of home building.

"The first department of the More Homes Bureau was Information. As the divisions of the organization were many, it was necessary to have a committee to direct visitors to the department each was first interested in.

"Second, following the department in their natural sequence, came the Sites Committee. The city contained many people who had arrived recently and were not familiar with the various districts. The Sites Committee advised the prospective home builder who did not possess a lot where he could buy one to the best present and future advantage. Thousands of lots were accepted for listing, and the committee in charge was in a position to give accurate information as to the present market value of each, the probable development of the district in which it lay, and the atmosphere and history of each locality.

ARCHITECTS PROVIDE STANDARD PLANS

"Next, an Architectural Department was formed, made up of a number of practicing architects of the city. These men evolved thirty-six types of standardized houses of three, four, five and six rooms. Through the co-operation of the Washington State Chapter of the American Institute of Architects, plans and specifications, including two sets of blue prints, were offered for sale to prospective home builders at the nominal sum of twelve dollars, which barely covered the cost of making them. Supplementing these small house plans was a plan for a three-story apartment house which came to be known as the 'Victory' apartment house.

"A Building Materials Department was created so a prospective home-builder could obtain full and accurate information as to the source of supply of building ma-

materials and the lowest possible quantity prices on standard lines. The Building Materials Committee was in close touch with mills and materials concerns and had their active co-operation.

"A Labor Department was organized to be a clearing house for carpenters, helpers, excavators, etc., required in building. Available workmen in and out of town were listed subject to call by contractors and the builders of houses by day labor. This department so co-ordinated its work that workers were placed to the best advantage for economical and speedy house construction.

"Next a Contracting Department was formed. The committee in charge of this put a man who desired to build a house in touch with leading contractors. To assist him, estimates were obtained from reliable contractors on all standardized plans, and in this manner the lowest possible cost of construction was arrived at.

"To assist the home builder, a Loan Department was formed. This division gave helpful advice as to the amount of money it was possible to obtain on a given piece of property, and it put parties wishing loans in touch with leading loan associations who would loan money on the most equitable basis at the lowest rate of interest.

"To assist the loan division, a second mortgage company was formed by the executives of the bureau, and was named the Columbia Investment and Mortgage Company. Within a few weeks of the inception of the idea application was made to the Capital Issues Committee of Washington, D. C., for the latter to pass upon its security. The second mortgage company had a capitalization of \$250,000, divided into shares of \$5,000 each. Leading business men quickly absorbed the stock (the executive committee of the More Homes Bureau alone subscribed for \$100,000 of the issue).

"Under the rules governing their business, established loan companies could not loan more than 50 per cent of the value of

the lot and house. Thus the owner of a vacant lot found himself in a position where, if he had an additional five or six hundred dollars, he could build a comfortable house and convert his tax-eating lot into a paying asset. The purpose of the second mortgage company was to supply this few hundred dollars deficit.

"When the More Homes Bureau had been gotten in good working shape a canvass of business men and property owners of the city was organized. In five days, thirty-five canvassing teams of nine men each obtained from responsible people pledges to build 3,700 new homes before the first of the year.

"The pledge teams solicited people who had homes in the city, had business connections in the city, and made money in the city and expected to continue to live, do business and make money in the city. Only busy men were selected for the teams, as it is a rule that only busy men really accomplish things.

"The pledge campaign was carried forward in the mornings of the five days of its duration. Each morning at 8:30 each committee of three men was handed an envelope containing its work for the day. Instructions were printed on the outside of the envelope, which contained twenty pledges, with the name of the prospect and his quota on each, also a small sheet for reporting each prospect. At 12:30 returns were made at headquarters, which recorded the results and prepared new work for the following morning.

"Some teams met with difficulty and were not very successful; others rolled up large scores. One, the executive committee of the More Homes Bureau, topped all the others with a score of 501.

"Much of the success of the pledge committee and other active departments of the bureau was due to an effective publicity campaign conducted by one of the leading publicity directors of the Pacific Coast, assisted by a competent staff of writers trained in their special line of work. Volumes of



It's Like an Old Friend Telling It

YOU have confidence in an old friend. If he tells you about the advantages of an article, you believe him and want to try it yourself.

When you tell any one of the more than 700,000 members of the Y. M. C. A. about *your* product, tell him through the columns of *Association Men*, the official organ of the Y. M. C. A.

Association Men is an old friend of all the big, clean-cut chaps who form this vast membership. They have confidence in it, and what's more, they read it.

And the Mothers, Sisters, Wives, and Sweethearts read it, too. *Association Men* has grown into a magazine alive with clever fiction, and interesting articles. It is a magazine read and enjoyed by all the family.

Write for full particulars.



347 Madison Avenue, New York
Western Office: 19 S. LaSalle St., Chicago

newspaper and magazine publicity was obtained and the need of more homes was kept constantly before the public with gratifying results.

"Several weeks of experience resulted in a few changes being made in the organization of the bureau. One of these changes was the addition of a building Counsel Committee, consisting of a leading architect who had charge, his assistant, an expert builder, and a sub-committee which came to be known as the Architectural Survey.

"The building adviser lined up the business men and property owners who had pledged themselves to build new houses, and his assistant lined up contractors with whom they were put in touch. The Architectural Survey Committee visited, upon request of pledgors, available vacant lots and advised on the type of house that should be built on them, district, economy and style considered, and as to what the requirements of the properties were in grading. These important helps served greatly to facilitate the building of houses.

"The moral effect of the More Homes Campaign, however, was even greater than the results achieved in cold statistics. It awoke enthusiasm in people who otherwise would not have become interested. As time passes the building of houses became a subject on everyone's tongue. When this point was reached, the founders of the More Homes Bureau realized that the success of their building campaign was assured."

Proofs of advertisements in national mediums are being forwarded to retail dealers, emphasizing the importance of immediate action. "Your Liberty Loan, Red Cross and other drives went over," says the circular, "and this one will if you get behind it. If the expense of this campaign is divided among the different interests in your community, the cost will be very light on any of you. If you put it on yourself, it will pay you many times more than its cost, and be the biggest thing you ever did. You know what it means to get a few buildings started. Others will follow."

Helping to Get Men Together

COFFEY BROS. & ZOOK.

NAFFANER, IND., April 4, 1919.

Editor of PRINTERS' INK:

The article by Roy Dickinson, "Getting Men Together and How You Can Help," on page 17 of your April 3 issue, is mighty good.

Can you inform us where we may get the resolutions of the "United States Chamber of Commerce" and the platform of the "American Alliance for Labor and Democracy," mentioned on page 93?

C. H. COFFEY.

THE industrial creed adopted by 8,000 manufacturers who met at Atlantic City under the auspices of the United States Chamber of Commerce can be secured by addressing that body, at the Riggs Building, Washington, D. C. The platform of the American Alliance for Labor and Democracy can be secured from Robt. Maisel, Director, 280 Broadway, New York.—[Ed. PRINTERS' INK.

U. S. Rubber Company's Surplus

The net sales of the United States Rubber Company for 1918 were \$215,398,425.04—an increase of more than \$39,000,000. The surplus was well in excess of \$11,000,000. In President Colt's annual report he says: "Inventories of manufactured goods and materials have been taken on a conservative basis, having in mind the decline in values as a consequence of the closing of the war." There is no item in the list of assets to cover such intangible values as patents, good will, trade-marks, etc.

Representatives Will Hear More Publishers

H. J. Whigham, publisher of the *Metropolitan*; J. Mitchel Thorsen, of the *Cosmopolitan*; and either Jos. H. Gannon or S. R. Latschaw, of *Everybody's*, will address the New York Representatives Club at the Hotel McAlpin on April 21.

The annual election of officers will be held at this meeting.

Packard Motor Car Co. of Missouri Formed

The Packard Motor Car Company, Detroit, announces the formation of the Packard Motor Car Company of Missouri, with headquarters in St. Louis. F. S. Russell has been appointed general manager.

The Des Moines Sunday Register

on March 30th inaugurated the

first Photogravure Supplement in Iowa

Eight pages of the finest photogravure printing on super-calendared stock every Sunday.

Photogravure advertising rate 25 cents an agate line.

Photogravure pages are 7 columns wide by 273 lines deep.

Page contains 1911 lines. Column width 12½ ems.

Closing date three weeks in advance of insertion.

The net paid circulation of The Des Moines Sunday Register for six months ending March 31, 1919, as reported to U. S. Government averaged

70,745

In the city of Des Moines (population 125,000) the net paid circulation was 26,945—reaching practically every home in Iowa's largest and most important city.

The Sunday Register is Iowa's Greatest Sunday Newspaper

Established 1849

Member Audit Bureau of Circulations

**NEW YORK
I. A. KLEIN
METROPOLITAN TOWER**

**CHICAGO
JOHN GLASS
PEOPLES GAS BLDG.**

Who Uses MoToR

Advance Automobile Accessories Co.
 Alamo Farm Light Co.
 Allen Auto Spec. Co.
 American Accessories Co.
 American Bosch Magneto Corp.
 American Chain Co., The
 American Technical Society
 American Motor Corps
 Anchor Top & Body Co.
 Anderson Elec. Spec. Mfg. Co.
 Apex Electric Mfg. Co.
 Art Metal Works
 Atwater-Kent Mfg. Works
 Auburn Automobile Co.
 Austin Automobile Co.
 Auto Components Co.
 Automobile Devices Co.
 Automotive Wood Wheel Mfg. Co.
 Banford Mfg. Co.
 Bethesda Motors Corp.
 Black & Decker Mfg. Co.
 Briction Mfg. Co., The
 Bridgeport Brass Co.
 Brown-Lipe Gear Co.
 Brunswick-Balke-Collender Co.
 Buda Co.
 Buell Mfg. Co.
 Cassidy Co., Inc., E. A.
 Century Plainfield Tire Co.
 Chalmers Motor Co.
 Champion Spark Plug Co.
 Chandler Motor Car Co.
 Clyde Cars Co.
 Cold Light Mfg. Co.
 Cole Motor Car Co.
 Columbia Motors Co.
 Columbus Varnish Co.
 Common Sense Mfg. Co.
 Continental Motors Mfg. Co.
 Covert Gear Co., The
 Cudahy Co.
 Curtis Pneumatic Machinery Co.
 Daniels Motor Car Co.
 Dayton Eng. Lab.
 Diamond T. Motor Car Co.
 Dillon Lens & Mfg. Co.
 Dert Motor Car Co.
 Double Lite Sales Co.
 Duesenberg Motor Co.
 Duplex Truck Co.
 Duratex Co.
 Elsmann Magneta Co.
 Electric Auto Lite Co., The
 Emery Mfg. Co.
 Essex Motors Co.
 Esta Co.
 Federal Rubber Co.
 Federal Motor Truck Co.
 Firestone Tire & Rubber Co.
 Gates Rubber Co.
 General Asbestos & Rubber Co.
 General Lead Batteries Co.
 General Motors Truck Co.
 Gillette Rubber Co.
 Golden Balknap & Swartz
 Goodrich-Lenhart Mfg. Co.
 Gordon Co., The J. F.
 Gramm-Bernstein Co.
 Grant Motor Car Corp.
 Gray & Davis, Inc.
 Greb Co.
 Gulf Refining Co.
 Hamilton Corp., The
 Hammered Piston Ring Co.
 Harrison Radiator Corp.
 Hartford, Edw. V.
 Hassler, Robert H., Inc.
 Haywood Tire & Equipment Co.
 Hess-Bright Mfg. Co., The
 Higgins Spring & Axle Co.
 Highland Body Mfg. Co.
 Hudson Motor Car Co.
 Inland Machine Works
 Interstate Electric Co.
 Jaxon Steel Products Co.
 Jenkins Vulcan Spring Co.
 Johnson, E. C., & Son
 Judd & Leland Co.
 Kellogg Mfg. Co.
 Kissel Motor Car Co.
 Kork-Tred Co.
 Lawson Co., F. H., The
 Lexington Motor Co.
 Liberty Top & Tire Co.
 Link Belt Co.
 Lysku Polish Mfg. Co.
 McCord Mfg. Co.
 McNaull Tire Co.
 McQuay-Norris Mfg. Co.
 Marathon Tire & Rubber Co.
 Martin Truck & Body Co.
 Mason Tire & Rubber Co.
 Mercer Automobile Co.
 Metal Specialties Co.
 Milburn Wagon Co.
 Mohawk Rubber Co., The
 Moline Flow Co.
 Morse Chain Co.
 Muskegon Motor Specialties Co.
 Muttly Co., L. J.
 Nash Motors Co.
 National Can Co.
 National Rubber Filler Co.
 New York Electric Lamp Co.
 New York Lubricating Oil Co.
 Nordyke & Marmon Co.
 Northwestern Chemical Co.
 Oakes & Dow
 O'Brien Corp.
 Obenberger Forge Co., John
 Oldfield Tire & Rubber Co.
 Oshkosh Motor Truck Co.
 Pace Mfg. Co.
 Paige-Detroit Motor Car Co.
 Pantasote Co., The
 Peerless Motor Car Co.
 Perkins-Campbell Co.
 Phillips Engineering Co.
 Pierce Governor Co.
 Piston Ring Co.
 Plunkett Shock Absorber Co.
 Prest-O-Lite Co., The
 Quaker City Rubber Co.
 Radium Dial Co.
 Reichen Motor Truck Co.
 Rockwood Mfg. Co., The
 Rubber Preserving Co.
 Russell Mfg. Co.
 Saferlite Lens Co.
 Schacht Motor Truck Co., G. A.
 Schrader's Sons, Inc., A.
 Schutte Body Co., Charles
 Selden Truck Sales Co.



—and Why!

Shaler Co., C. A.
 Sheldon Axle & Spring Co.
 Simonson & Nielson
 Small Co., Wm.
 Smith Co., A. O.
 Splittdorf Electrical Co.
 Standard Parts Co.
 Standard Steel Castings Co.
 Standard Woven Fabric Co.
 Staybestos Mfg. Co.
 Stewart-Warner Speedometer Corp.
 Stromberg Motor Devices Co.
 Sunderman Corp.
 Superior Lamp Mfg. Co.
 Superior Motor Power Co.
 Taylor Mfg. Co.
 Templar Motors Corp.
 Tillotson Mfg. Co.
 Tower Motor Truck Co.
 Traffic Motor Truck Co.
 Twentieth Century Tire Protector

U. S. Motor Truck Co.
 Valvoline Oil Co.
 Vistor Mfg. & Gasket Co.
 Walden Shaw Livery Co.
 Walke Mfg. Co., The
 Warner Patterson Co., The
 Water Gas Carb. Co.
 Warril Mfg. Co.
 Wayne Oil Tank & Pump Co.
 Westfield Chemical Co.
 Weston Electric Instrument Co.
 Wheeler & Schebler Co., The
 White Co., The
 Williams Fdry. & Mach. Co.
 Willis-Overland Co., Inc.
 Winton Co., The
 Wisconsin Auto Top Co.
 Wisconsin Motor Mfg. Co.
 W. C. Wood Co.
 Zenith Carburetor Co.

The Livest Industry's Leading Magazine

MoToR is the choice of these experienced space buyers. They recognize MoToR as the one magazine depended upon by the enthusiastic motorist—the man who himself buys and influences sales among his friends.

And they know that the better type of dealer, the one who realizes that he must keep in touch with the consumer phase of the industry, reads MoToR unflinching.

MoToR's *direct* appeal to the consumer, coupled with its *subtle* appeal to the dealer, has resulted in a most substantial automobile circulation growth.

MoToR sells more copies per issue on the newsstands than all the other automobile publications combined.

MoToR

The National Magazine of Motoring

New York—119 West 40th Street
 Detroit—1408 Kresge Building
 Chicago—326 West Madison Street



Kansas City, Kan., Seeks Trade from Across the River

Merchants in Joint Campaign to Draw Customers from Metropolis in Missouri—Meantime They Draw to Themselves Attention of Kansans Who Have Been Shopping Away from Home

THE trail of the average man or woman, bent upon a tour of the downtown shops, is largely determined by habit. And as a result, trade becomes concentrated upon a few of the main business arteries—with a resultant congestion and rise in real estate values.

Often this lamb-like devotion to precedent imposes innumerable hardships upon merchants in less strategically located premises—their stocks may be just as well assorted, their values as substantial and their business methods as modern. But people flock to the shopping centres. Fifth Avenue, New York; State Street, Chicago; Euclid Avenue, Cleveland, are typical examples of this tendency toward concentration—and an artificially created prestige.

It is also noted in the case of adjacent cities. Folks in East St. Louis, Ill., patronize the merchants in St. Louis, Mo.; home owners in Kansas City, Kan., take a street car to Kansas City, Mo.—with the firm conviction that they can do better in the bigger town.

It is just two miles by automobile and about twenty minutes by street car from the business centre of Kansas City, Mo., to the business centre of Kansas City, Kan.

The Missouri side has profited greatly through the trade of the 100,000 or more people on the Kansas side. The big stores (department and otherwise) are on Missouri ground.

The business section of Kansas City, Kan., confines itself almost exclusively to Minnesota Avenue, which in all fairness would be considered more representative of the business part of a town of 20,000,

rather than of one with 100,000 inhabitants.

The merchants on the Kansas side are tired of seeing thousands of their citizens going daily across the Kaw river to patronize the big stores. Therefore we see concentrated action on the part of about twenty-eight Minnesota Avenue merchants.

Every Wednesday these merchants run at least a page in a daily paper of Kansas City, Mo. Each merchant selects one or several items from his stock and makes a special price. The advertising is run under the head of "Thursday—Shopping Day on Minnesota Avenue."

Each merchant prepares his own copy (sometimes with the assistance of the newspaper solicitor), and pays for space used. Practically every line of business from cafeterias to wall-paper shops is listed among the twenty-eight advertisers.

This is not the first time that merchants in a neighboring small city have tried to pull business from a large city, but it is somewhat unusual for concentrated action to be taken on the part of so many merchants.

The Minnesota Avenue merchants realize that they can't expect to stampede the Missouri side, and that it will take time for their campaign to have effect. But in the meantime they are getting considerable circulation in Kansas City, Kan., among their own people, and in the suburbs.

Foreign Trade Council Will Meet This Month

The sixth annual convention of the National Foreign Trade Council will be held in Chicago, April 24 to 26. The convention will consider such problems as ways and means of getting credit information on foreign business houses, advertising American products abroad, financing foreign trade, and combination of exports.

The prune growers of Western Oregon are discussing the possibility of organizing and putting out a branded package under which label all the first-quality prunes will be packed, and which brand can be advertised direct to the consumer.

THE real American has a vital interest in national and international affairs.

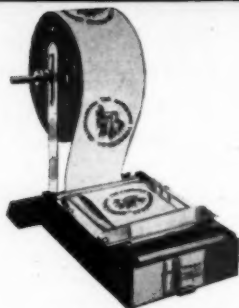
Especially true is this of those American business men who *need* foreign markets for the future development of their businesses.

Scribner's Magazine is edited for the keen American business man whose thoughts are on to-morrow as well as to-day.

Read "The Webb Law and Foreign Trade," by John Franklin Fort, member Federal Trade Commission; former Governor of New Jersey, in the May SCRIBNER, on sale to-morrow, April 18.



ONE OF THE QUALITY GROUP



The **LIBERTY** *Tape Moistener and* **LIBERTY Tape**

A FEW OF THE NATIONAL ADVERTISERS USING LIBERTY TAPE AS PART OF THEIR NATIONAL ADVERTISING:

The American Tobacco Co.
George E. Keith Co.
Pennsylvania Rubber Co.
Bauer & Black
United States Aluminum Co.
William Barker Company
Joseph Tetley & Co., Inc.
The Apex Electrical Manufacturing Co.
P. Lorillard Co.
New England Confectionary Co.
Nairn Linoleum Co.
Miller Rubber Co.



improvements can in be classed as a "master in creative thinking!" They are rather straightforward, logical, common-sense methods of taking advantage of that too-often-forgotten fact—that every point of contact with the outside public is a definite advertising opportunity.

In the case of wooden packages, shipment in many lines of goods the original box often stands in its original state of possible exposure to the striking instance of goods sold to farmers which stand on the freight platform while other farmers call for and deliver shipments, nor overlook the similar opportunity for city publicity which cartage and sidewalk unloading affords.

There's Real Advertising Value and Delivery Insurance

—in binding your packages and corrugated and fibre board shipping containers with *Liberty Tape* printed with your trade mark.

Besides advertising your name and product, printed sealing tape identifies your goods so that they rarely get lost in transit—protects against dust, moisture and insects—provides a seal thieves can't replace—officially recommended by the committee on theft protection of the Boot and Shoe Manufacturers and other trade organizations.

Supplied any width, weight or color—plain or neatly printed in one or two colors at a reasonable extra cost.

The Liberty Tape Moistener—all-metal and simple to operate—dampens tape evenly. Insures solid sealing and speeds packing. Sent on approval. Price \$5.

Tape samples, special design and detailed estimates free on request.

LIBERTY PAPER COMPANY
52 Vanderbilt Avenue New York
Mills; Bellows Falls, Vt.

Hastening the New Prosperity

Though present buying is below normal, dealers' sales greatly exceed their orders.

Present stocks, bought at war prices and selling on the same scale, are gradually being replaced with permanently safe values. The amount of money in circulation is now approximately \$55 per capita—about \$9 more than a year ago and \$20 above the pre-war figure. When consumers have been assured of safety in buying, the new purchasing era will open.

Each manufacturer can hasten this prosperity for his individual business by preparing his market for the new buying activity.

We invite a discussion of this subject with manufacturers who are interested.

Mallory, Mitchell & Faust

(Incorporated)

ERNEST I. MITCHELL
President

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Security Bldg.

Chicago, Illinois

Established 1904

Members of the
American Association of Advertising Agencies
Audit Bureau of Circulations



Printers Need Vision—Then They Will Advertise

And Then, Also, They Will Have Something More to Advertise

By D. A. Reidy

THE question asked in your issue of April 3 by Mr. Carlin, "Why don't more printers advertise?" is asked a hundred times a year by every advertising man who buys much printing. If I may be permitted to butt in with an answer and, at the risk of bringing down a house of bricks upon my head, I should say the first reason is that they haven't vision enough. And the next reason is that they haven't money enough. Then comes the question why haven't they money enough? And the answer is because they haven't vision enough. It's the old story of the man who works every day in the ditch to make money enough to buy food enough to be strong enough to work in the ditch.

In New York City (mind you, I specifically say New York City, because there are a number of printers in other parts of the country who have advertised), there are well over a thousand printers listed in the telephone book. Of these an advertising man knows by reputation probably six or seven that he would call on for a job. Of these, one is notably a permanent advertiser who keeps before advertising men every week. He gets the first call. The others in one way or another come within the focus of his thought. Perhaps on account of their size. Perhaps they are spasmodic advertisers—not going at it in any systematic way. Perhaps on account of some particular job they have turned out that he has seen. Perhaps he has received a perfunctory mailing card or a letter or booklet from them once in a while. He bunches them all together in his mind. None of them sticks out. If he had an important job to place, he wouldn't know which to send for. He would probably send for them all. They

rather reckon that he will send for them all. They cannot believe that he would much prefer to send for only one. They think all big printing jobs have to be "let" just as the Government contracts are "let."

The average printer figures there is just about so much desirable printing to be given out every year and that on account of his size or price or equipment he will get his share. His business is limited by what he thinks is his share. If he holds his customers year after year, he thinks he is doing well.

CREATIVE PRINTERS ARE FEW IN NUMBER

Just there is where he lacks vision. And just there is the difference between the printing mind and the advertising mind. The printing mind waits. The advertising mind creates. A very large percentage (one is tempted to say the whole percentage) of printing is produced primarily by the advertising mind. Rarely is a printing job produced by the printing mind as a first cause. Almost the chief difference between an advertising man and a printer (speaking now of the employing printer), is that one has the creative mind and the other the executive mind. The printer thinks in terms of paper, presses and ink. The advertising man thinks in terms of what to create through paper, presses and ink. The printer thinks of what Franklin did in Philadelphia. The advertising man thinks of what he did in France.

I can see in my mind a great big different kind of a print shop and I can see at its head an advertising mind. I cannot see at its head a printing mind. To this print shop advertising men would look as the mariner looks to the Polar Star. They couldn't get

along without it. It would help them sleep nights, because they knew that it would be there tomorrow night and the night after to help them make port. They would be chummy and confidential with such a print shop because the man at the head would know and understand what they were trying to do. He would know that the chief thing printing is for is to sell goods. He wouldn't give two whoops for printing as an art, except as an advertising art.

To advertise a printing shop as most of them are constituted today is to advertise things that are taken for granted in any first-class shop. Equipment is one. Promptness is one. To understand our business is one. It remains for the printer who wants to get new business and plenty of it to take a different tack. Most of the printing that keeps his business going emanates in an advertising mind. Let the printer appeal to this mind. Let him talk in result-producing terms instead of paper and ink terms. There are three or four printing offices in New York that could spend ten, fifteen, twenty thousand dollars a year profitably in talking to advertising men in language that would indicate they had some vision beyond presses and ink.

Advertising just printing isn't an easy job. Advertising printing plus sales vision is the most tempting opportunity in the business world to-day. Some live printer will tackle it some day in a big way, and before he knows it, find himself a candidate for the Hall of Fame. I can now see that advertising mind writing about his printing shop as if it was a place to turn white paper into nice green crackly dollar bills. Such a shop would need six telephone numbers—at least. It would come, in time, to be a sort of an annex to the Advertising Club.

J. H. Gallagher Joins Theatre Program Corporation

J. H. Gallagher, for the last four years with *Hearst's*, and previously assistant advertising manager of the United Cigar Stores, has joined the New York Theatre Program Corporation.

Two Accounts Secured by Lees Company

The Lees Company, advertising agency of Cleveland, has secured the advertising accounts of the W. S. Tyler Company, Cleveland, and the American Motor Truck Company, Newark, Ohio. The former company is starting a limited national campaign on bronze memorial tablets and the latter will advertise a new line of motor trucks, to be known as the "Ace."

The company announces the return of four service men and the employment of one other. W. P. Lloyd and F. C. Brenza have rejoined the art department. They were in the naval aviation and the air service, respectively. R. G. Deutlebaum was in the aviation branch, and on his return was made assistant production manager. N. J. Boylston, who served in the recruiting division, has been put in charge of rates and data. H. B. Hankey on receiving his discharge was employed by the production department. He was a lieutenant in the air service.

Remington Agency Places Service Men

D. R. Davis, formerly copy director of Vanderhoof & Co., advertising agents of Chicago, has been appointed production manager of the E. P. Remington Agency, Buffalo, N. Y. Previous to his connection with Vanderhoof & Co., Mr. Davis was associated with Mallory, Mitchell & Faust, Inc., Chicago. He has just returned from Camp Taylor, Louisville, Ky., where he completed the course in the Officers' Training School.

Col. Fred G. Harris, formerly with the J. Walter Thompson Company, Chicago office, has joined the art department of the Remington agency after six months at Camp Custer.

R. E. Walz, before entering the Service manager of the purchasing department, has just returned to the agency after serving in the Medical Corps for ten months.

J. W. Conner Back to Pilot Motor Car Co.

Joseph W. Conner, before entering the Service sales manager of the Pilot Motor Car Company, Richmond, Ind., has returned to that organization. Mr. Conner held the rank of lieutenant in the naval aviation section, U. S. Air Forces, serving almost a year in France and England.

The Pilot company has placed its advertising account with The Field Advertising Service, Indianapolis. A campaign on the Pilot "Six Forty-Five" is now in preparation.

"Industrial Hygiene Journal" Established

The *Journal of Industrial Hygiene* is a new publication to be issued in New York beginning with the issue of May, 1919.

Edi

Advertising And Turn the Trick

SPANISH VOGUE
place before
manufacturers
a profitable
plan com

(1)



This Dealer Knows Now That Adver- tised Collars Sell

One Way to Convince a Doubting Merchant Is to Take a Census of the Neckgear in Laundry Packages—A Convert Won to Nationally Advertised Line

A STRIKING illustration of the power of national advertising is reported by a Southern sales manager for a men's wear company. In a small Kentucky city, a merchant had built up an important business in men's wear, and a salesman who was selling Arrow collars, among other things, was very anxious to stock the merchant with a full line of this brand of collars.

The merchant, however, was more than obdurate, he was unapproachable. He was carrying another, but unadvertised line of collars, he informed the salesman, and inasmuch as he was making a greater profit he saw no reason for changing the line.

The salesman pointed out that Arrow collars, being a nationally advertised line, would naturally possess a greater sales appeal to the wearer and would therefore increase the store's business in collars.

The merchant declined to be convinced. "I sell dozen after dozen of my brand of collars," he explained, "and my customers never kick. They know that I'm giving them good merchandise and they wouldn't buy any more collars from me than they are now buying even if I had your line."

"Perhaps some other merchant is really grabbing your collar business and you are not wise to it," suggested the salesman.

"Nonsense," was the reply. "I sell three collars to the other merchants' one in this town. Moreover, I'm not even negligibly interested in your line."

The argument seemed to be over as far as the collar salesman was concerned, but at this jun-

ture he saw a laundry sign in the merchant's window.

"I see you have a laundry agency," said the salesman. "I want to make just one more effort to convince you that I am right and you are wrong on the collar question. If this doesn't do it, I'll never make another allusion to the collar question."

"Anything to get off the subject," snapped the merchant. "What do you want me to do?"

"I want you to open six bundles of laundry—any bundles that may happen to be in your store now, either outgoing or incoming, and let's see just what kind of collars your customers really wear. If I spoil or soil any of the packages I'll pay the damages and if your customers are really wearing your line of collars in preference to the Arrow brand, I'll never mention collars to you again."

The merchant, anxious for the opportunity to make his point, picked out six bundles of laundry at random and opened them for the inspection of the salesman. The upshot of the inspection was that the laundry bundles contained plenty of Arrow collars, but not a single collar of the line being handled by the merchant.

"It's just as I expected," said the salesman. "Your customers are getting their collars elsewhere and your line isn't really good enough for your trade."

"Enough said," capitulated the merchant—"you win." And he proceeded to give a substantial order for the advertised line.

George B. David Employs Returned Soldier

Albert H. Kent, a member of the 308th infantry, 77th division, who was gassed at the battle of the Vesle River, has been discharged and has joined the staff of George B. David, Inc., New York newspaper representative. Before entering the Service he was assistant manager of the Majestic Trading Company, New York.

Death of Hubert M. Johnston

Hubert McBean Johnston, for five years an executive of Mallory, Mitchell & Faust, Chicago, died on April 6 at Evanston, Ill., after a month's illness.

Preferred by National Advertisers

The Syracuse Daily Post-Standard

During March carried a greater volume of National Display Advertising than either Syracuse evening papers. The month's record, including the national display advertising in The Sunday Post-Standard exceeded the month's record of the Daily and Sunday Herald by more than 18,000 lines.

National advertisers prefer The Post-Standard because of its influence with the buying public of Syracuse as well as with those of Central and Northern New York—a territory which is rapidly expanding the business interests of Syracuse retailers, wholesalers and manufacturers.

During January, February and March the Gravure Section of The Post-Standard carried 20,398 lines, as against 6,867 lines in the Herald.

Lane-Born Inc.

New York Chicago Boston Detroit Buffalo



The Logical Mates:

This is an unsentimental presentment of facts to develop two major propositions:

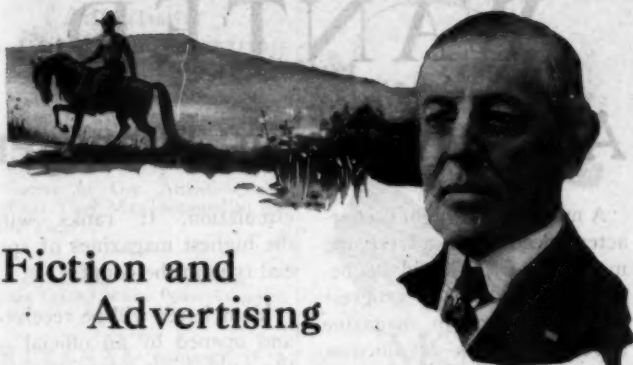
- (1)—Over 50% of the population read fiction, and
- (2)—That in fiction media the advertising message is far more commanding and resultful than in any other type of publication.

The far-flung predominance of fiction media is so clearly a matter of record as to preclude debate. The great leaps and bounds in circulation of the magazines which, in whole or greater part, derive influence from their fiction pages is a concrete and impressive fact. Glance at these figures—

Twenty-five million buyers of fiction magazines! Fifty million estimated readers! Ranging in type from the *Wilsonian* to the *bus boy*. For the President is an enthusiastic reader of detective stories; Hughes is an avowed fiction fan; so are Brisbane and Vincent Astor and Theodore P. Shonts and all of their sort and most of the folks who work for them.



The Circulation of the **STREET & SMITH**



Fiction and Advertising

And is anything more certain than that the fiction mood is the impressionable mood? The imagination is rampant, the mind is plastic,—it is the mood in which the advertiser may most indelibly stamp his name, his trademark, his reason—why upon that plastic mind. For the reader has deliberately placed himself, not in a critical or questioning, but in a believing attitude,—and a believing attitude is a receptive, buying attitude always.

In a series of Printers' Ink two-page advertisements, Street & Smith, founders of the modern fiction magazine, will state the case of the most vital Fiction Group in the field.

STREET & SMITH

ESTABLISHED 1855

Publishers of Ainslee's, Detective Story Magazine, People's Favorite Magazine, Smith's Magazine, The Popular Magazine, Top-Notch Magazine, Picture Play.

79-89 Seventh Avenue, New York

The Circulation of Street & Smith Publications is More Than Twenty Millions a Year.

MEMBERS OF THE ALL - FICTION FIELD



MAGAZINES is over Twenty Million a Year

WANTED

An Advertising Manager

A magazine of highest character needs an advertising manager. He should be between 30 and 40, of progressive experience in magazine advertising work—a solicitor, and an executive of vision and capacity for laying out and developing a fundamental campaign. Preferably one of early training in a large magazine organization and of later executive directive experience. Must be a man who knows how to select and train other men and who can get results.

The magazine is of international character and general appeal dealing with a part of the world of particular and vital interest to Americans in a field otherwise unoccupied. It has a double appeal to the advertiser in a high class domestic and a selected foreign

circulation. It ranks with the highest magazines of special type in the country.

Your letter will be received and opened by an official of the publishing company and will be held in strictest confidence. Therefore, complete details of your business experience, your accomplishment, salary desired and fitness for this work, should be stated. The position will offer the opportunity for sharing as a part of the organization the benefit of growth achieved through the occupant's ability. The salary will measure with the capacity of the man described above.

This is an unusual position and calls for a man of large calibre, of vision and of ability to produce.

Address

The Harry Porter Company, [B 3]

18 East 41st Street
NEW YORK CITY

NOTE: If you know the man who will fit this place, please send this advertisement to him. He may not himself see it.

MAGAZINES is over Twenty Million Years

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Advertising to Cut High Operating Expenses

Things to Do With Internal Publicity to Induce Employees to Co-operate in Using Economy—Posters to Get Attention and What They May Accomplish for the Firm

By Percy H. Whiting
Of the Central Maine Power Company,
Augusta, Me.

INTERNAL publicity is a marked alleviative of internal troubles due to high operating expenses. The tendency now in this economy matter is to regard it as a managerial craze and to "let George do it." The solution is to bring home the thought of "Save!" to every man working for the company every few minutes every day for one year—and hence the cure is a matter for advertising department co-operation. If we can get every employee thinking about this as hard, we may have more nervous prostration, but we shall have more economy too. Let's advertise it to our employees.

Here's a shaggy outline:

1. Send each employee, attached to his weekly pay check, a demand that he answer two questions:

(a) What can and will you do to cut down the operating expenses of the company?

(b) What ways can you suggest that others can cut down expenses?

2. Make every department head responsible for an answer from every employee.

3. Keep a record to see that it is done.

4. Require each employee each week to fill in the following blank:

Through the week of.....
I was able to cut down operating expenses in the following way.....

.....
If you did nothing toward cutting down operating expenses, please give reasons.



:: MORE :: SPACE IN "PUNCH"

HAVING sold all the then available space in "Punch" up to the end of 1919 on 1st October, 1918, a 25% increase in advertising space in all regular issues of "Punch" for 1919 was made, but was absorbed by orders in hand waiting dates.

A further increase of 25% in two issues each month has now been absorbed.

With May, the extra space will be increased to extend to all regular issues when demand warrants.

By giving early notice, therefore, space to a reasonable extent can now be had in at least two issues each month during 1919 from 1st of May.

There is still some space unsold both in the Summer Number, and in the "Almanack" due to appear early in November, 1919.

Prompt action only will secure this newly available space as the demand is abnormal and insistent.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard
London, Eng.

March 24, 1919.

1500 Addresses Per Hour



**Belknap No. 4 Addressing
Machine**

Price

\$67.50

Each name and address an exact reproduction of typewriting.

Belknap stencils can be cut in your own office on your own typewriter.

Send for catalog and full information.

Other models from \$215.00 to \$2150.00.

Rapid Addressing Machine Company

32-46 West 23d Street
New York City, N. Y.

This plan will have two advantages. It will show each department head that he is responsible for the economy practiced by every man in his department. It will keep each employee thinking economy all the time. On the other hand it will give the employee a chance to boost his own good work. Take a representative in one of the out-of-the-way towns. He could save more than Rockefeller earned and never get heard of, if he did not have a chance to blow about it in his weekly reports. The best two or three might be taken each week and published in the house-organ.

5. Send each man, with his pay check, one of these little Elbert Hubbardish envelope stuffers, with some economy thought on it.

6. I'd run fifty-two economy articles in the internal house-organ—real articles by department heads, giving practical plans for saving.

7. Run pictures and articles, boosting the men who have accomplished things. Show them that their work is appreciated.

SHOP POSTERS TO PREACH ECONOMY

8. Put posters in every stock room, work room, sales room, making a definite appeal for economy. Change them every week. Make them live and post them in conspicuous places.

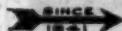
9. Put little hangers on each telephone mouthpiece, bearing this message, "Before you put in that toll call, answer this question: 'Wouldn't it be just as well to write?'"

10. Place little signs over the stamp drawers: "Are you using just as few stamps as the law allows? Are you bunching district stuff? Are you sending it in the cheapest allowable class?"

11. Put up special posters in hangers in stock rooms, work rooms, etc., containing special suggestions for saving in that department.

12. When it comes to your notice that anybody has really saved or done anything worth while in the saving line, write a little per-

See A.B.C. Audits



PRAIRIE FARMER

Chicago

is **FIRST** in **ILLINOIS**

Copy of audit sent on application

First Farm Paper in the First Farm State

ILLINOIS is today the Greatest
Market in America for any Meritor-
ious Product that is advertised

Start your Reconstruction
Campaign in **Prairie Farmer**

BURRIDGE D. BUTLER, Publisher

C. P. DICKSON,
Advertising Manager





GEORGE WOLTZ

Mr. Woltz has been chosen a member of this organization because, first of all, he possesses that peculiar and rare ability to make an extremely interesting decorative figure drawing.

Decorative draughtsmanship instinctively lends to an advertising illustration that elusive quality of refinement and grace.

Mr. Woltz, in common with the other members of this organization, feels keen pride in the work that he is doing and it is bringing pleased clients to our studios.

Louis C. Pedlar, Inc.

Counsel In Art

95 Madison Avenue, N. Y.

Telephone Madison Square 511

sonal letter—let him know you appreciate it.

13. Print monthly figures in the house-organ, showing how much has been saved by departments.

14. Wherever records make it possible, offer prizes or bonus for economy. If a man saves efficiently, we ought to split the saving with him.

There are other ways, but these occur to me now.

Perhaps you remember the national "Safety-First" campaign. How did they get the country thinking about Safety first?—Publicity!—advertising! Why not the same plan for economy?

Sell Self Tailor Shop Opens in Chicago

Salesmen are dispensed with in a new "sell self" tailor's shop opened in Chicago. All the different fabrics are arranged on display stands, very much similar to a tailor's window trim. When the customer comes in he looks the woollens over and calls the tailor, who takes his measurement. Each fabric is marked with the price and, as customary in other shops, style books are placed close at hand.

The proprietor has this to say:

"Salaries and commissions of salesmen are eliminated altogether. Credit losses are eliminated, because we do only a cash business. Bookkeeping expense is cut down for the same reason.

"Rental expense is cut away down, because our methods appeal to the man who knows what he wants, and goes where he can get it. A tailoring concern is said recently to have offered ten times the amount of our rent for a ground-floor store at Jackson and Clark.

"Because of these big savings we are able to offer values in high-grade, made-to-order suits which we believe are truly unusual at the present cost of materials and workmanship."

Advertising Men in Editorial Work

C. H. Bishop, formerly western advertising manager of the *Metal Worker* and *Plumber* and *Steamfitter*, New York, and later with *Lumber*, St. Louis, is now on the editorial staff of *Domestic Engineering*, Chicago.

Joins Burroughs' Sales Department

H. E. Blankenship, recently discharged from aviation service and formerly of the Knoxville Lithographic Company, has been added to the sales staff of the Burroughs Adding Machine Company, Detroit.



The Cheapest Way to Secure Dealer Distribution is to Merchandise the Demand Your Advertising Will Create

Unfortunately many manufacturers who are familiar with this Twentieth Century axiom, have permitted their salesmen to use it to exploit the dealer.

Promises! And the advertising didn't start—or was delayed until the goods were musty on the dealers' shelves!

Promises! That advertising that hit South Bend hard, would create a lively demand in New York!

A short-sighted policy that has cost the honest advertiser millions in unnecessary introductory sales expense.



THE NEW YORK WORLD PLAN

is designed to restore the confidence of the retailer in the advertising of the manufacturer.

The New York World introduces the advertiser-to-be to the trade, and the trade understand this only after an adequate and non-cancellable contract has been signed, and this

RE-ESTABLISHES LOST CONFIDENCE:

It is then possible to secure co-operation and unnecessary to ram a product down the dealers' throats by sheer weight of advertising expenditure.

Ask us what competition you would find and what probable demand, in the New York Territory; how large a selling appropriation and how much more than 12,500 lines of advertising you would require for an introductory selling-advertising campaign.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Pulitzer Building, New York

A. D. CAMPBELL, Mellers Bldg., Chicago. R. H. CORNELL, Ford Bldg., Detroit

The Evening World

A 63% Gain In Advertising Shows

Especially when the gain is made in comparison with a year of gain.

1917 was the best year in the history of WALLACES' FARMER.

1918 was still better, advertisers appreciating the great market reached by WALLACES' FARMER by carrying more space than the year preceding.

But the significant thing of all is their appreciation of the unusual value of WALLACES' FARMER as a means to reach the most progressive and prosperous farm folks in the world (those in Iowa and adjoining states where agricultural conditions are similar) as shown by the lineage of advertising carried in January, February and March, 1919. During this period

Wallaces' Farmer Led All Other Iowa Farm Papers in Commercial Advertising Carried.

Its gain was 56,009 agate lines or 36%. In live-stock advertising, its gain was 112% and its total gain 63%.

WALLACES' FARMER'S gain over the next best weekly paper was nearly 200% or approximately 63% as against 24%.

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Shows Strong Leadership

WALLACES' FARMER led substantially in every one of the four biggest lines of farm paper advertising,—(Farm Implements, Tractors, Stock-feeds, seeds and nursery) and in the majority of all big lines of commercial advertising,—the closer the advertiser was to the farm field, the greater the leadership of WALLACES' FARMER.

Agents and advertisers who know, always pick WALLACES' FARMER first for Iowa. Quality editorial matter, quality circulation, 24 years of constructive work under the management of the Wallaces' for the agriculture of the Corn Belt, gives it the strongest leadership and greatest prestige with Iowa farm folks.

What WALLACES' FARMER says they believe, and this confidence extends to advertising as well as editorial columns—no paper published in any field having a stronger hold upon its readers.

WALLACES' FARMER readers are leaders. Through them you can influence a whole community for your product. WALLACES' FARMER automatically selects your best prospects, and it's good salesmanship to go after the best.

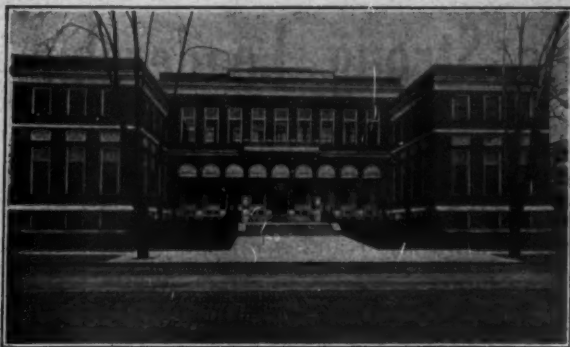
Ask any questions you want about Iowa and about Wallaces' Farmer.

WALLACES' FARMER Des Moines, Iowa

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

Member of A. B. C.



THE ROCHESTER DENTAL DISPENSARY

The MAY number of

Oral Hygiene

carries the second installment of an article on the Rochester Dental Dispensary and its activities illustrated by more than fifty half-tone engravings. This is one of the most ambitious, and perhaps most costly feature ever presented by a dental publication

There are several reasons why Oral Hygiene is successful:



NE of the most interesting reasons is this: that the magazine as a spokesman for the oral hygienemovement in America is different—individual. ¶ Just as you and I have different personalities, so do magazines. ¶ We do not usually credit inanimate objects with possessing personalities. ¶ Perhaps some of them don't. ¶ But magazines do. ¶ A magazine is really a voice. ¶ Some magazines are the printed voices of their editors or their publishers

¶ Oral Hygiene is the voice of an idea. ¶ And the idea is this: that the future of dentistry depends upon dental education of the general public—that since we are in dentistry not just to make a living, but also to serve humanity, modern dentistry should be brought within the reach, not only of those who can pay for it, but also those who cannot. ¶ Oral Hygiene believes that modern dentistry can be “advertised” into the mind of the world just as the idea that war is wrong was “advertised” into the mind of the world

¶ And Oral Hygiene not only believes; it acts.

W. Linford Smith, *Publisher*, Pittsburgh, Pennsylvania

Wm. W. Belcher, D. D. S., *Editor*.

Merwin B. Massol, *Business Manager*.

Frank C. Thomas, *Eastern Manager*, 6 East 39th Street, New York.

W. B. Conant, *Western Manager*, Peoples Gas Bldg., Chicago.

Six Big Reasons Why a Reporter May Make Good in Advertising

One of the Fraternity Who Has Advanced into Advertising Sums Up for the Reporters

By C. B. McCuaig

ABOUT the time the April 3 number of **PRINTERS' INK** got to its readers I can imagine this little scene being enacted in a thousand odd of the most successful advertising departments of the North American continent:

Sounds of unrestrained mirth from the rear office where the assistant advertising manager sits.

"Billy! Hey, Billy, here's a bird that says you're no good!"

"Well, I never said I was," retorts the advertising manager through the partition.

"Yes, but he tells all about it, right here in **PRINTERS' INK**," insists the assistant, coming into his co-worker's office. "He says that all reporters are a bunch of hot-air shooters, who fall down when they tackle the serious work of merchandising. Read it yourself."

The advertising manager's eye rests on the caption, "The Reporter a Good Advertising Man? Thumbs Down!" He glances through the text picking out the "high spots" (a trick which, by the way, he learned as a reporter). In exactly one minute and thirty seconds by the clock he has all the "meat" of the article in his mind. Then he looks up.

"Well of all the knocks I ever read!" he declares. "That's what you get from the movies spreading the idea that a reporter is a sort of a Willy boy who lolls around in expensive clothes just to rescue the banker's daughter! I always knew people would get to believing it, and this chap has swallowed bait, hook and sinker! Somebody ought to take this thing seriously, for it's spreading a false idea. If it wasn't for making this bird think that he had

really started something I'd sit down and answer him."

The aim of the foregoing is not to express any personal opinions I may have, but to picture the way this side of the controversy as to the reporter's place in advertising appeals to the man who has come into his own via the newspaper route. I do not aim to criticize what has been written. It is probably sincere, and we all admire the man who talks from the heart out, but the idea that newspapermen do not make successful advertising men should not be allowed to go unchallenged.

It would be perfectly safe to leave the question of whether or not reporters make good advertising men to the judgment of every locality into which **PRINTERS' INK** goes. I venture the statement that if you will pick out the twenty most successful advertising men in your own town and dig into their history you will find that at least eight of them had newspaper training sometime in their careers. It may have been so long ago that village gossip has forgotten their awful past, but make this test and you will find that I am right. If you will show me another school that can present a showing anything like this I will agree never again to boast that I was trained in a business that has produced more able minded thinkers, and more good fellows than all the universities in the world combined.

THE NEWSPAPER MEN HAVE PROOF

There is no need to list the "big men" of advertising who have come from the newspaper ranks. As our friend says, there are exceptional men in every business and their success proves

The Open Life

NATIONAL SPORTSMAN stands for what is best in Man—life in the Open—fishing—hunting—camping. Joys *unconfined*.

Woodland voices—music of mountain stream—swish of rod and click of reel—echo of hunter's shot; sunrise—sunset—moonlight—stars.

And the glow of camp fire yielding enchantment to the night and glory to faces of pals around.

Write for sample copy and rates. Get the *feeling* yourself. Know what the Spirit-Quality of our 75,000 pals is like. Make that Spirit your *coadjutor*.

Reader or advertiser—he who *knows* NATIONAL SPORTSMAN is rich indeed.

NATIONAL SPORTSMAN

has the largest circulation in the outdoor magazine field, 75,000 Net Paid.

221 Columbus Ave.
Boston, Mass.

Member A. B. C.

nothing. The question is, How does the ordinary run-of-mill newspaper man make out when he tries his hand at advertising?

The only way I can answer that is by my own little personal acquaintance, and I see no reason why the crop of reporters where I live should be any better than where you live.

Of the men who worked with me on newspapers nine years ago just six have gone into the advertising game and not one of them has failed.

One is an officer, and one of the chief executives of a company which probably ranks among the first five buyers of newspaper space in the country in point of volume.

Another is head of what is perhaps the most successful advertising agency between New York and Cleveland.

A third is advertising manager of a technical account which probably uses more business paper space than any other in the country and goes in for double-page spreads in a certain well-known weekly, to say nothing of other national advertising.

The fourth was in charge of one of the largest national accounts in the country until forced by ill health to take up outside work. The fifth is principal owner and publisher of a successful business paper. The sixth man has made good as advertising manager of a smaller account.

In making these statements I am not giving names for obvious reasons, but this little article will be signed with my real name and I know full well the "old gang" is going to check me up on the things I say, and they will read in the names of all these fellows, so I am careful.

WHY THEY SUCCEEDED IN ADVERTISING

Now why does the newspaper man make a good advertising man?

First of all because he knows human nature—mind you I am not speaking of the "cub" who quite rightly is never given credit



The man responsible
for buying the printing
of any house

is one of the two men in that house who should know what we can do; the other man is at the head of the business and is the man to whom the prestige of the house is more important than anything else.

The man who buys supplies may not realize all that it may mean to his house to have good rather than indifferent stationery and printed matter; what it may mean to himself and his advancement; how little it means on his expense account; but he will know it in time; it is better to know it in time to profit by it.

To each of these men—the one who buys by price and the one who looks beyond price into the things that build reputation—we ask the privilege of sending some rather nice samples.

THE EDWARDS COMPANY

*Lithographers, Printers,
Steel and Copper Plate Engravers and
Blank Book Manufacturers.*

YOUNGSTOWN, OHIO

The appeal to refinement is just as valid as the appeal to reason—any manufacturer would soon put himself out of business by neglecting the consideration of style and finish.

Old Hampshire Bond

The standard paper for business stationery

—a distinctive business stationery that fills every artistic desire, and yet meets every practical need. It is as elegant as any business paper ought to be. It is as lasting as any paper can be made.

Old Hampshire Bond is made "a little better than seems necessary." It costs a little more than ordinary paper. And thousands of business men use it because *only* on Old Hampshire Bond do their written messages express the character and weight of their own personalities.

Send for our brochure, "Business Stationery," and a Specimen Book of Old Hampshire Bond.



Old Hampshire Stationery

A writing paper of character for every social and formal need. Boxed in a number of distinctive sizes, tints and textures for men and women. Ask your stationer—or write for samples.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

for knowing anything at all.

Second, because he has been taught to write. Under the direction of a real expert he has learned the art of saying what he has to say in such a manner as to reach the other fellow's understanding.

Third, because he has learned how to sell. Every story has to be "sold" first of all to his city editor, then to the reader, and don't forget that usually he is without the help of cuts and layouts. Would you, the copy writer who is without newspaper training, undertake to make people read your stuff simply set in eight-point solid? The reporter does it every day.

Fifth, because he is resourceful. He is used to having every kind of a problem fired at him, and it is a hard school where excuses don't go. What is analyzing a little problem of distribution beside being sent out on a story, with instructions something after this fashion:

"The Jones kid has been kidnapped. Go find it."

Yet every seasoned reporter has been handed assignments just as hard as that and made good.

Sixth, because he is broad in his views. The newspaper office produces every known variety of "nut," but never the self-centred bovine male. He couldn't last over night even if the city editor let him in by mistake.

There is one point on which a lot of people go wrong. They accept everyone as "a newspaperman" who says he is. That is the reason why workers in newspaper editorial departments are coming recently to refer to themselves more and more as "reporters," a name that was disliked in the old days. It limits the field a bit. In the times when they spoke of themselves as "newspapermen" almost exclusively, every once in a while a reporter would fall in with some one who would remark:

"I have a friend who is a newspaperman. He works on your paper—Mr. Molinski. Do you know him?"

MODERN FARMING

The LOUISIANA
OF MISSISSIPPI
FARM PAPER

continues to show heavy tractor lineage gain. There are reasons.

The preferred Louisiana rice and sugar interests are using more tractors than to be found on any other similar area in the South today.

It is in the sugar and rice districts where Modern Farming's circulation is heaviest per farming capita.

Recently one of our sugar planting company subscribers bought nine tractors for individual operation—of a make advertised in Modern Farming (names on request).

Good tractor territory is good automobile territory. And car sales are showing heavy gains in both Louisiana and Mississippi—in keeping with the Good Roads development here.

This remarkably rich portion of the South is served by the one State Farm Paper of this section.

MODERN FARMING

A. B. GILMORE
Publisher

Published Semi-Monthly
New Orleans, La.

Representative:

E. Katz Special Advertising Agency
New York Chicago Kansas City



For the Man Who Is More Than An Advertising Manager

—the man who has knowledge of advertising and advertising values—the man who has an appreciation of the quality side of merchandise—the man who combines a textile experience with a fashion sense—the man who can be sold and can in turn sell an idea—

We Have a Rare Opportunity

In short—a man who knows quality advertising from every angle—

To such a one we offer a remuneration commensurate with his ability—plus such a future as can be held out to very few in the advertising field—

Answers in writing will be treated with the uttermost confidence—

J. B. Mige

422 Fourth Avenue
New York

The reporter would be stumped although he knew every man on the staff by his first name, and then would come the happy flash—it was "Jerry" Molinski who was a helper in the pressroom!

By the same token there is nothing to prevent the "cub" from having all the outward appearance of the seasoned reporter, and perhaps some of them get advertising jobs on the strength of it, but when they fall down as they inevitably must, is it fair to hold it against newspaper men as a class? It would be just as logical to accept the office boy in an agency as an advertising man.

In the article presenting the other side of this question one of the so-called newspapermen who fell down is criticized because he wrote stories and sold them. Why not? It is an honest and harmless way of supplementing one's income. I know that the gentleman with whom I am taking issue was well paid for his article in *PRINTERS' INK*. It is no crime to write stories. There is just a little trick about getting editors to accept them, and I have noticed that they seem to show a bit of partiality to the work of people who have been newspaper trained!

EVERYDAY TRAINING OF A REPORTER IS WHAT COUNTS

Now there is one idea on which the public should be set right, and that is that the newspaper reporter is not a temperamental adventurer who spends most of his time breaking in through second-story windows to steal the papers that prove the heroine innocent, when he is not attending hangings or other joy fests. In ten years in the newspaper game I never covered a hanging and I can't recall any of the other fellows who did. They may have, but I can't recall it.

As a matter of fact about 350 days out of the reporter's year are drab and commonplace. The other two weeks he is away on his vacation. Likewise he is a pretty commonplace individual. The "fascination" of newspaper work is not in rushing madly to a fire



"There's a Word that Means Something More than Circulation"

"It's consultation.

"It's not merely a question, when we speak of advertising mediums, of how many copies are distributed.

"It's a question, too, of how often those copies are consulted.

"Three million times a day is the answer when the New York City Telephone Directory is considered, and that's opportunity enough to let any advertiser's copy make good."

The May Issue of this Directory which will go to press soon, will cover the entire metropolitan area. Advertising forms for its display pages will be kept open for you until May 2nd.

For particulars consult



NEW YORK TELEPHONE COMPANY

Directory Sales Department

15 Dey St., New York City Telephone Cortlandt 12000



What Happens After His Call?

A REAL salesman cannot alter his makeup at will. He cannot play missionary yesterday, salesman today, and follow-up tomorrow.

And if you force him he will do none of these parts well.

Your greatest profit lies in starring him in one role—Concentrated Selling.

And missionary work and follow up detail must be taken off his shoulders. Advance work must precede him, and after he leaves, the sale impression must be maintained and stimulated.

The Bert L. White System distinguishes carefully between the drudgery of missionary work and the skilled labor of selling.

You are invited to investigate its merits.

Bert L. White Company

Dealer Development and Sales Promotion

1215 to 1227 Fullerton Avenue

Chicago, Illinois

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or being first on the scene of the tragedy (a large percentage of murder stories are covered by telephone), but in the fact that it brings one in intimate relations with men who stand head and shoulders above the crowd by reason of their mental superiority. Even though a fellow may only have a Number 1 sized brain himself there is a delight in being thrown constantly into the company of men of high mentality, and they form the majority of those a newspaper has time to bother with.

I have investigated the reasons why certain old newspaper men who had broken away from the game to make more money went back to the old job and the old scanty pay. It wasn't because they craved the excitement. It was because they couldn't stand the "pin heads."

Lt. Kolpien Discharged From Service

Lieutenant Kenneth H. Kolpien, formerly manager of the rate department of the Fred M. Randall Company, Detroit, has been released from the service after over two years' duty in France. He will return to his former position shortly.

George P. Griffith, recently discharged from the Royal Air Force, has joined the same company.

Advertising Woman to Do Red Cross Work Abroad

Mary C. O'Neill, for the last eleven years in the advertising and publishing fields, sailed for France on April 7 to do Red Cross work. Miss O'Neill has been connected chiefly with the outdoor publications and with Doremus & Co., advertising agency, and the Russell Law Advertising Agency, both of New York.

Berkey-Gay Start Institutional Campaign

The Berkey-Gay Company, furniture manufacturer of Grand Rapids, Mich., has started a campaign in national mediums. The copy, which will be along institutional lines, is being prepared by the Benson Campbell & Slaten agency of Chicago.

The J. H. Cross Advertising Agency of Chicago has reorganized as Cross-Simmons, Inc. The new member of the firm is H. H. Simmons, formerly of *Railway Age*.

Favors Publicity for Profit Sharing Plans

HARRIS TRUST AND SAVINGS BANK
CHICAGO, April 4, 1919.

Editor of **PRINTERS' INK**:

I have just been reading with considerable interest the last issue of **PRINTERS' INK**, containing some articles on Profit Sharing.

We have for some years been very much interested in this movement, so much so that we recently conducted a small campaign in Chicago newspapers with the idea of encouraging employers to adopt profit-sharing plans in an effort to combat the present labor unrest.

We believe that the more publicity that can be given to this movement the better it will be for the country, and think that you are doing a patriotic service in putting **PRINTERS' INK** behind it.

You may be interested in the enclosed copy of our profit-sharing plan. We are also enclosing proof of one of the advertisements about this plan.

If there is anything that we can do to help you in your efforts to promote profit sharing we shall be only too glad to be of service.

MATTHEW G. PIERCE,
Publicity Manager.

Two Service Men with American Express Co.

Leslie William Rowland has been discharged from the army and has returned to his former position with the American Express Company, New York, in connection with the advertising and travel department.

Robert Barton, until recently in the Navy, has been appointed assistant advertising manager of the American Express Company. Before entering the Service Mr. Barton was with *Leslie's Weekly*.

P. E. Erhorn Sales Manager of Gambrill Co.

P. E. Erhorn has joined the C. A. Gambrill Manufacturing Company, of Baltimore, as sales manager of its package products department. This company markets "Pat-a-Cake," a prepared cake flour, and other flour specialties.

Mr. Erhorn for two years was sales manager of the Mendleson Corporation, New York, and previously assistant sales manager in the Ryzon department of the General Chemical Company.

Change in McGraw-Hill's Western Office

Fred G. Hudson has succeeded Jay E. Mason as Chicago representative of the *Engineering News-Record*. Mr. Hudson has been covering this territory for *Chemical and Metallurgical Engineering*. Mr. Mason is now in Pittsburgh, with the Blaw-Knox Company, of Pittsburgh.

Bashfulness of the Buyer Was Retarding the Product's Sales

This Advertiser Found Women Timid in Buying from Salesmen They Knew

By A. H. Deute

BASHFULNESS, of both the fair sex and the stern, is a factor seldom regarded by manufacturers in its relation to retail sales. Shoppers frequently experience pangs of embarrassment in the purchase of various toilet and other articles, which militates against their popular consumption. A man hesitates to ask for a pair of silk stockings for his wife, for fear someone might giggle, and the utmost delicacy must be observed in both the selling and advertising of a host of articles of an intimate nature.

This is a condition recently met by the manufacturer of a line of face creams, rouges, powders and such other articles of feminine "war-fare." The brand was advertised well, was offered to the trade at a legitimate price and sold profitably in the larger cities. But in the small towns and country hamlets it fell flatter than the proverbial pancake.

At first this manufacturer decided that his lack of small-town business was due to the fact that women in small towns did not use toilet preparations—that powders and such items did not interest them—and he became quite convinced that the small town and country women were beyond the pale of his influence and there was no hope.

But he left his factory for a vacation and found himself loafing around in a little village. And it surprised him to note the evident use of toilet preparations, often quite lavishly applied. He got to watching around the three local drugstores and talking to the owners. They assured him that for some reason or other the local women seemed fond of sending away for their preparations—apparently thinking that

the local stores did not carry the same grade of goods to be found in big-city drugstores or by mail-order concerns.

In the hope of remedying this condition and, if possible, hitting on a new plan for developing small-town business, he wrote several advertisements about his products and explained about their quality and desirability. These ads were run in local newspapers without delay. But results were practically nil.

A month later he was discussing the condition with the manager of the mail-order department of a large department store.

"That's funny," this individual said; "your goods are excellent mail-order sellers in many of the smaller towns. In fact, we have mighty good customers for your lines right in the town you mention."

FAMILIARITY WOULD SURELY BREED CONTEMPT

Here is the answer which finally presented itself: The women of the town did not like to go into Jones' or Smith's or Johnson's drugstore and ask Bill Simmons or Lloyd Forbes or Johnnie Roberts for a jar of face cream or a package of powder.

Lizzie Smith, aged nineteen, who wanted to look beautiful, like the pictures in the magazines, and who wanted something which would take off freckles and make her nose stop shining or make her cheeks more pink, did not want to let Johnnie Roberts know that she "made up" because he would tell a certain young man who wasn't supposed to know that her nose shone like a polished door-knob. And so she wouldn't think of going to Johnson's drugstore for what she wanted, but she

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GOTHAM

for Art Work

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EVERY Gotham drawing is as individual as ingenuity can make it, for individuality is to advertising what personality is to the man.

We have been of assistance not by impressing our own individuality on the work we deal with, but by helping clients to secure a suitable style for themselves.

By means of thumb nail sketches, the selling thought is worked out and developed. In this planning stage, every detail is considered, analyzed, and decided upon.

The artist who produces the final drawing works in the technique in which he excels.

The finished product is more a co-operative result than it is the work of any one man. Each artist on our staff maintains close relations with the sketch and its execution.

We will be glad to give you the benefit of our experience and assist in planning the best style of drawing for your individual case.



GOTHAM STUDIOS INC^D

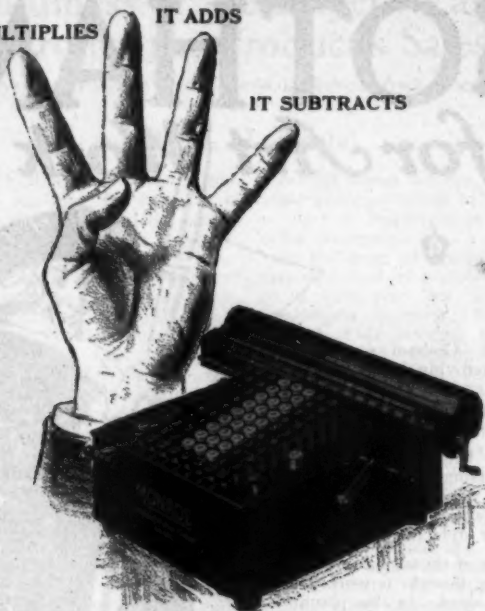
MARTIN ULLMAN - *Managing Artist*

1133 BROADWAY NEW YORK



Good. Better. Best. - Never let it rest. - All the Good is Better - And the Better Best.

IT DIVIDES
IT MULTIPLIES
IT ADDS
IT SUBTRACTS



Four Machines in One

BE SURE! that you don't confuse the Monroe with machines that simply add.

The Monroe not only Adds but Multiplies, Divides and Subtracts as easily as other machines Add

That is why the Monroe should be in the Billing Department of every Advertising Agency—in every accounting office. The Monroe handles the figure work on discounts and costs in a fraction of the time it takes by any other method. But more important than its speed is its accuracy. Rechecking is unnecessary because the MONROE Visible Check of Accuracy *proves* your figures as you go along.

No special training necessary—the Monroe allows anyone in your office to handle payrolls, percentages, discounts, costs, etc.

Let us demonstrate the Monroe in your office on your own work, and send you information how it will save time in the figure work of your business—there's no obligation attached. Write today arranging for a demonstration.

Monroe Calculating Machine Co.

Woolworth Building

New York City

MONROE
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would send away to a distant town and stock up.

And Lizzie Smith was just one of a hundred or more in that little town and that little town was just one of hundreds in that manufacturer's territory.

So he ran down to that town and talked to his dealers. He found that male clerks presided behind the toilet preparation counter and he proceeded to point out the fallacy of this condition.

At the suggestion of the manufacturer, one representative druggist engaged a woman from one of the nearby large cities. This woman had had considerable experience in the drug department of a leading department store. She knew formulas and she could sell ingredients from the druggist's stock for making any number of "home-made" preparations which would remove freckles, sunburn, and the thousand and one other sources of feminine worry.

Also she could tactfully demonstrate the made-up preparations and overcome the tendency to send away to other places for the goods.

To give this saleswoman every chance to make good, this druggist put in, at the suggestion of the manufacturer, the most pretentious stock of toilet preparations ever shown in the town. Good window displays backed up the local and magazine advertising and the interior displays were in line.

A personal letter, signed by the new saleswoman and explaining what service she could render, went out to a complete mailing list and quick action resulted.

To make sure that nobody would "throw a monkey-wrench into the machinery" this druggist gave strict orders that when Lizzie Smith or any other young or not so young lady came into the store, the young male clerks were supposed to make their departure from the immediate vicinity so that Lizzie Smith would have every opportunity to select just the shade of powder she desired and the saleswoman would

To Publishers:

REASONS WHY

You Should Use

"S & M Insured Agency Delivery Service"

Our **INSURED DELIVERY SERVICE** is an assurance that anything you send to New York Agencies reaches them—more promptly, without question, and at less cost.

New York Advertising Agencies require "proof of insertion." If your publication does not reach them or they cannot readily refer to a complete file for checking their advertising, your invoice is held up. As a result there is additional cost to you in correspondence and the sending of duplicate voucher copies.

The **S & M INSURED DELIVERY SERVICE** answers every requirement of New York Advertising Agencies in the checking of advertising which they place in your publication.

Besides insuring and speeding delivery of your publication to Agencies, we also deliver cuts, rate cards, circularizing matter, etc.

In addition to our Delivery Service, we will keep a complete file of your publication for **TWO MONTHS**, to be referred to by New York Advertising Agencies. Where an Agency requires proof of insertion, we will furnish an "Affidavit of Publication" without charge.

Rates include **ALL SERVICES** specified above:

	Per Month
Daily Pub.....	\$3.00 to \$6.00
Monthly Pub....	1.00 to 3.00
Semi-Mthly. Pub.	1.50 to 3.50
Tri-Mthly. Pub..	2.00 to 4.00
Weekly Pub.....	2.50 to 5.00

Send for "Reasons Why," which proves **YOUR** need for our services.



Co-operative Services of

Schworm-Mandel, Inc.
450 Fourth Ave. - New York

COPY and SERVICE MAN WANTED

SUCCESSFUL New York agency has an unusual opportunity for a young advertising man who has already made good. He must be able to show us proofs of magazine and newspaper copy he has planned, written and published. No beginners wanted. This man will work as assistant to the vice-president in charge of production, and must be big enough and experienced enough to carry the load in his superior's absence. Plenty of hard work, plenty of responsibility, and all kinds of opportunity for the right man.

He should be first of all a brilliant copy man, second an artistic layout man, and third a potential executive who can handle detail and keep in close touch with clients. College man preferred—one with breeding and personality and initiative plus.

If you fit this description give us the whole story in your first letter, *without* samples. The size of this opportunity is only limited by the size of the man employed.

"S. B.,"

BOX 96

PRINTERS' INK

have an opportunity to make another sale or two, all the time keeping Lizzie at her ease and making it pleasant for her to buy.

The out-of-town woman was motherly and tactful and sympathetic and full of suggestions and removed every trace of embarrassment which formerly caused Lizzie Smith and hundreds of other women to keep their business away from that store.

WOMEN CLERKS FROM HOME TOWN WOULDN'T DO

There are many articles that the modern drugstore supplies which people living in small towns prefer to buy from someone who will not carry the news from door to door. This is why the out-of-town woman, a stranger in the place, can succeed where one of the young women of the town would have failed to make good. As Lizzie Smith would no doubt have expressed it: "Do you think I would buy a jar of face cream from Sally Jones! Why, that old cat would run right down the street and tell everybody."

Furthermore, what would one of the local women know about toilet preparations? Imagine Sally Jones trying to explain to Lizzie Smith how to appear beautiful! It couldn't be done.

I don't know of any line of business in which the personal element and the proper study of human nature and the application of the right methods enter so largely as in the intimate business of selling toilet preparations.

Ginger Ale Seeks Wider Market

A newspaper campaign for Beaufont ginger ale is just starting in the South and the Middle West. Distribution is also being secured in New York State. The advertising, which is prepared by the Freeman Advertising Agency, Inc., of Richmond, Va., is written in the first person and each advertisement is signed by "Jack Wise." "Jack" talks of the product that he advocates in a friendly manner, suggesting various places and divers occasions where "Beaufont" would be refreshing.

The Beaufont Company now has a plant which has a capacity, it is stated, of ninety bottles a minute.



The DICTAPHONE for Letter-Writing

As Convenient as a Data File

As handy as the data file for keeping track of all material and information utilized in an advertising campaign is The Dictaphone for promptly reaching clients, prospects, printers, publishers and other advertising correspondents by mail.

It's at your elbow—always ready. If you're caught with a lot of "sudden emergency" dictation after hours, you can use The Dictaphone in the quiet of your office after everybody else has gone, or in your home.

Hundreds of advertising men dictate to The Dictaphone all the time.

15-Minute Demonstration

Phone or write The Dictaphone Branch Office nearest you for a demonstration in *your* office, on *your* work.

THE DICTAPHONE

Dept. 134-D, Woolworth Bldg., New York City

Branches Everywhere. Write for Booklet, "The Man at the Desk"

There is but one Dictaphone, trade-marked "The Dictaphone," made and merchandised by the Columbia Graphophone Company

"The Shortest Route to the Mail-Chain"



VENUS PENCILS

*The largest selling
Quality pencil
in the World*



*17 black degrees
and 3 copying*

For bold heavy lines,
6B-5B-4B-3B

For general writing
and sketching, use

2B-B-HB-F-H

For clean fine lines,

2H-3H-4H-5H-6H

For delicate thinlines,
maps, charts,

7H-8H-9H

IN every profession, business and trade the Famous VENUS Pencils are minimizing labor and adding to the speed, facility and accuracy of the work performed by them, because each Pencil embodies Perfection.

SPECIAL 14c OFFER

Send 14 cents for three trial samples mentioning degrees. After you find how perfect VENUS Pencils are, buy them of any dealer.

American Lead Pencil Company

305 Fifth Ave., New York
and Clapton, London, Eng.

How Woolworth Built His Distributing Machine

(Continued from page 28)

the result to-day is seen in the ten-cent gold-filled rings that can be bought at Woolworth stores.

When the war broke out Woolworth could no longer obtain from Germany a certain iron toy it had been selling at ten cents. An American manufacturer after the closest kind of figuring and taking into consideration the huge quantity ordered, declared he could not work his production cost down so as to make a profit on the toy as a ten-cent seller. The Woolworth buyer went over his figures with him and pronounced them all correct with the exception of the charge for painting. The manufacturer insisted that this too, was down to bedrock.

The buyer then went out into the workshop to investigate. He found long rows of girls seated at benches painting the toys with brushes.

"I see now why your cost is so high," he said. "You can't afford to use brushes. Throw the toys in vats. Dip them. Then you can leave off this little red stripe and this little yellow stripe."

The change was made and the production cost reduced to a point where the manufacturer could sell the toys at a profit, so Woolworth in turn could sell them for a profit at ten cents each.

For quite a while after the war-time merchandise situation began to grow acute Woolworth kept on selling the well known D. M. C. crochet cotton at ten cents a ball. When the war shut it out entirely from this country it induced an American spinner to duplicate it under the name of Woolco. The spinner at first objected, saying it could not possibly be done. But the Woolworth man who had bought D. M. C. cotton abroad instructed him to a point that gave him confidence. A big factory has grown where they began spinning Woolco only four years ago. Many people are employed. The

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prosperity of that district is enhanced. And, most important of all, the women of America can continue buying the highest grade of crochet cotton for ten cents a ball.

ENABLED TO HOLD TO LOW PRICES
DURING WAR

The solidity of the merchandising principles originated by Mr. Woolworth was strikingly demonstrated during the war, when the Woolworth stores were the only ones in the country adhering strictly to the ten-cent limit. Others, including both chains and independents, increased their price limit because production costs had so seriously decreased the number of items they could afford to sell at ten cents. There was much speculation at the time as to what Woolworth would do. Every now and then some presumably authoritative statement would be made to the effect that Woolworth was preparing to go up to a fifteen-cent limit all over the country, the same as in the West and in Canada. Mr. Woolworth would say nothing for publication, but he strenuously declared privately and to his associates that the company would continue selling goods for five and ten cents—that it would keep faith with its customers.

This war-time merchandise situation was the last crisis of Mr. Woolworth's career. He handled it with the same promptness and absolute lack of fear that characterized his earlier decisions.

F. W. Woolworth was ambitious. From his earliest boyhood he wanted to run a store. He even played store while other boys were playing baseball. He wanted wealth and power. He got them in a measure more abundant than most men even aspire to. Perhaps it was a desire for display that induced him to erect the highest building in the world—that "cathedral of commerce" that rears its majestic spire far above New York's already wonderful skyline.

But great as were F. W. Woolworth's accomplishments for him-



Ask for samples of
work you are inter-
ested in

"When Seconds
Count"

Catalogs Broadsides
Folders Circulars

When you want them—right—
right away—at the right price.
Then write, wire or phone

Kenfield - Leach Company
"Good Printing Quick!"

610 Federal Street, Chicago

Rely on K-L Service—as
many of the largest nation-
al advertisers are doing



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by

Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois

PEMCO

Porcelain Enamel Signs

are made of Armco Iron with a durable coating of genuine porcelain enamel.

The finish makes them suitable for either indoor or outdoor use. The colors are brilliant and permanent.

You see Pemco signs every day. When you use Pemco Signs others see them every day. Write for a sample.

The Porcelain Enamel
and Manufacturing Co.
Baltimore, Md

N. Y. Office, 41 Union Square

Specialty Sales Manager Wanted

Desire young man to travel in country districts in New York State. Must have experience in teaching others how to canvass and sell. Prefer one who himself has canvassed. Must be of good education and character. If without technical education must be young enough to learn rudiments. If you have not been in the service, give reasons for exemption. Salary \$350 per month and railroad expenses.

Opportunity to advance in a new and growing business which is on an established basis and financially strong. Write in detail giving sales experience. A photograph is desirable. Address "M. B.," Box 99, Printers' Ink.

selt they are at least duplicated by what he brought about for others. No man can succeed in the highest sense and live unto himself alone. Mr. Woolworth believed in this truth and practiced it to the limit. The wonders he accomplished in retailing brought additional prosperity to every retailer in America within the sphere of influence of his stores. He made selling easier for everybody who had things to sell. His advertising methods increased the demand for variety-store merchandise. This is why an up-to-date variety retailer who sells variety goods without regard to price limit always prefers to have his store as near as possible to a Woolworth five-and-ten-cent store. Manufacturers all over America owe their larger development to the great advance variety retailing made under the leadership of men like Woolworth. Volumes could be written of how the great outlet brought about by the five and ten-cent store changed methods of manufacture so as to put worthy goods at the disposal of people at prices that before had been regarded as impossible.

It was in this fact and not in his other material achievements that F. W. Woolworth's greatest pride lay.

"We have accomplished some surprising things," he said not long ago, "in bringing merchandise within the ten-cent range. This influence has permeated the entire field of manufacturing and retailing and has been a powerful aid in keeping down all prices. To have had a prominent part in performing this service which has increased the purchasing power of the people's money is a distinction and an honor that cannot be measured in mere monetary terms."

Mr. Woolworth was overly modest in his presentation. The type of store of which he was so notable an exponent was and is the country's leading factor in reducing the cost of living. These stores are what they are to-day because they waged such a successful fight to keep down, rather than increase, prices.

**The Leading Evening
Home Newspaper in
the Great Jewish field.**

The Day

The Jewish field in New York is rich in buying power and responsive to advertising of any good product at whatever price.

With a home circulation of

104,986

the Day reaches the most intelligent and responsive buying elements in this country.

The Day maintains a completely equipped

ADVERTISERS SERVICE DEPARTMENT

to cooperate with advertisers in preparation of copy, supplying dealer information, furnishing trade lists and making special trade investigations.

Quality Home Circulation



183 East Broadway, New York

The National Jewish Daily

The Eugene McGuckin Co.

Philadelphia

announces the removal of its offices

from

105 North Thirteenth Street

to

1211 Chestnut Street



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A Proposal at Least Interesting

THAT there would be advantage for the Government, and, therefore, for all the people living under it, in adding to the Cabinet a "Publicity General," with a fully organized "department" of his own, is the assertion of a writer in *PRINTERS' INK*, a periodical not altogether indifferent to advertising as a business and an art. Most people would declare, when this proposal first was brought to their attention—and not a few after giving it second or even third thought—that the Government already gets, free, all the advertising it needs, as well as some it doesn't want. And that the efforts already made by it in the direction of creating and guiding "publicity" have not inspired the sovereign electorate either with warm admiration or an eager desire for more of the same.

It is a fact, however, just as the article in *PRINTERS' INK* says, that the American public is not getting anything like as much profit and assistance from what many governmental agencies are doing as that public would if these activities and their possibilities in the way of service were better known. And better known does mean better advertised—advertised, that is, in a systematic way and by experts with adequate funds at their demand.

The census reports, for example, constitute a mine of valuable information that remains far from fully utilized, and there are innumerable other "public documents," running all the way from those issued by the Coast and Geodetic Survey to pamphlets telling how to raise onions and to make hens lay, for which a fierce demand might be created if they were pushed to notice in the right quarters by a really able advertising agent. As it is, much of this "literature" finds its way to the junkman—which is a pity, for its production costs a lot of money and potential consumers

suffer appreciable loss, simply because they are unaware of what they pay for and don't get for lack of asking for it.—New York Times.

Weeks Resumes Agency Work on Being Discharged

Robert J. Weeks, for three years with the Frank Presbrey Company and four years with the Wendell P. Colton Company, New York advertising agencies, has joined the copy staff of the Martin V. Kelley Company, Toledo office.

Mr. Weeks was recently discharged from the Service. Before entering the agency field he was with the National Cloak & Suit Company, New York.

Herbert R. Schaeffer has been discharged from the Navy and is also connected with the Toledo office of this company.

Christensen to Represent "House Furnishing Review"

C. Andrew Christensen, former New England representative of the *Red Cross Magazine* and *World's Work*, Spanish edition, has been appointed Eastern representative of *The House Furnishing Review* and *Notion Trade Topics* at New York, effective May 1.

Terre Haute Advertising Co. Elects Officers

At the annual meeting of the board of directors of the Terre Haute Advertising Co., Herman C. Ohm was elected president and Frederick Grant secretary-treasurer. Mr. Grant was formerly sales and advertising manager of the N. M. Stone Co., Chicago.

E. M. Chalfant With "Hearst's"

E. M. Chalfant has joined the advertising department of *Hearst's Magazine*, New York. He was formerly with the *New York American* for two years, and *System*, Chicago, for three years.

J. E. Hall to Return to Freeman Agency

Sergeant J. E. Hall, who is at Camp Lee, expects to return shortly to the Freeman Advertising Agency, Inc., Richmond, Va., and resume his duties as assistant office manager.

Poster Association Will Meet at Atlantic City

The Poster Advertising Association of the United States and Canada will hold its annual convention at The Breakers, Atlantic City, N. J., the week of July 14.

Salesmanship in the Ticket Office

Ever Present Opportunity for Men Behind the Ticket Counter to Build Sales and Strengthen Good Will for the Railroad

By George A. Cullen

Chairman of United States Railroad Administration and Formerly Passenger Traffic Manager of the Lackawanna Railroad

IN choosing my subject "Vendors or Salesmen?" I have been actuated not only by a number of years of close observation (as well as some of personal experience) of the ticket salesman's duties, but by the fresh, indeed the vivid impressions gained during the past twelve months.

If you will consult your dictionary—your Webster, your Worcester, your Standard, your Stormonth, your Century, or what not—you will find, I think, in all of them the words "Vendor" and "Salesman" given as definitions the one of the other, and in most cases shown as exact synonyms. My only reason for commenting on this is to show the need for the publication of some more up-to-date dictionary. Nobody today fails to discern the important shade of meaning separating the two words, if for no other reason, because of the universal familiarity with two terms now in common use.

One relates to those purely mechanical devices known as vending machines, without brains, without nerves, never discourteous, perhaps, but certainly without the faculty of courtesy, which perform a limited task in a definitely circumscribed manner. The other, a term employed by every successful merchant, manufacturer and distributor in the country and made a feature of the curriculum of many of our leading universities—"Scientific Salesmanship." Indeed, it is but yesterday I heard one of America's most patriotic citizens speak of "selling" another man "Americanization"—meaning by that, inducing him to contribute to that most important campaign. He would hardly have attempted

to do that with a vending machine!

The idea that a ticket is only a piece of paper is the result of about as intelligent a mental process as to say the same thing of a will, a contract or any other written instrument. When a man sells a ticket, he does not sell so much paper, he sells so much transportation. The way he sells that transportation marks him either as a vendor or as a salesman.

Let us have no aristocratic scorn of the vendor. A good vendor is a useful and important member of our organization. He does the drudgery and his celerity and skill in doing it reflect credit upon the whole. Moreover, every salesman must do a certain amount of vending; it is an important part of salesmanship.

All of this, however, does not alter the fact that there are degrees in salesmanship just as truly as there are, let us say, in painting. One is the painter who depicts upon a sign-board the delights of eating Aunt Mary's pancakes, though he executes his work in a few hours. But he recognizes the difference between himself and that other painter who with a greater skill and infinite patience gives the world a Mona Lisa or a Sistine Madonna.

So much for illustration. We are all practical men and women engaged in a very practical business. But this I hold to be self-evident. Our business has in it the elements of an art and a science. In a much larger degree than is generally realized, the man behind the ticket counter (and only to a less extent behind the ticket window) serves in three capacities which rank him high as a salesman in the best sense of that word.

Portion of address at the dinner of the U. S. Railroad Ticket Agents.

THE HOUSTON POST

Announces

In addition to their regular
Sunday issue

A New Rotogravure Section

The initial number of which
will appear at a very early
date.

All Advertising Space

for this new Houston Post
feature has been contracted
for—to and including June
29th.

REPRESENTATIVES

BENJAMIN and KENTNOR CO.

Brunswick Building
NEW YORK

Mallors Building
CHICAGO

WANTED

A Product or Line of Products to Sell to the Drug Trade

¶ Established sales organization with successful experience in the drug store field can take on one or two additional lines.

¶ The merchandise must be of a nature that will satisfy the consumer completely, the marketing plan must be sound and arranged so that every promise made to the dealer is fulfilled. It must be backed by adequate advertising and by an intelligent appreciation on the part of the manufacturer of the requisites to create and maintain an active market.

¶ It may be a line already established or an entirely new product requiring introduction.

¶ To the manufacturer with a product and plan that meets these requirements, an exceptional selling connection is available on a basis that insures marked economy over usual selling methods.

¶ All communications will be treated as strictly confidential.

Address "Sales Agency," Box 97
Care Printers' Ink
185 Madison Avenue, New York

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FIRST: He is a *creator of business*. It is universally recognized that a very considerable proportion of railroad travel is what may be expressed as volatile, or better yet, as vaporous in the sense that it is not tangible and may become entirely dissipated unless condensed by the actual purchase of a ticket.

The volatile traveler is one, for example, who has a vacation ahead of him which he may spend in his automobile or by a railroad trip to Atlantic City, yielding the railroads \$7 revenue, or by a trip to Glacier National Park, for which the railroad fare is \$150.

The vaporous individual is one who needs a rest from his business, but who does not know where to go if he should take a vacation and so is likely to remain at his desk, let his health run down and instead of contributing \$300 or so to help the Director General overcome the deficit by buying a ticket to California, compels his heirs to spend a like amount with the undertaker to convey his remains to Woodlawn.

Now, let either of these men go to a ticket office and fall into the hands of a listless and inattentive ticket seller of the vendor class and the potentialities of the situation remain entirely undeveloped. Let him, however (as is more likely in *our* ticket offices), approach a real live transportation salesman and note the difference. He is immediately shown the attractions of this or that resort the excellent facilities for getting there, the Pullman accommodations, the ease with which his baggage will be handled from home to hotel, etc. Just the right literature is placed in his hands so that he can talk it over with his wife, the agent's personal card is handed him, and a cordial invitation is given him to return and buy his ticket, and, lo, the seed is sown that will bear golden fruit in railroad dividends.

SECOND: Important as is the feature just mentioned, I do not know but that even more so is the element of salesmanship which a ticket man possesses as a *crea-*

The Atlanta Journal Atlanta, Ga.

8 Page Rotogravure
Picture Section printed
on extra heavy,
super-calendered
paper every Sunday.

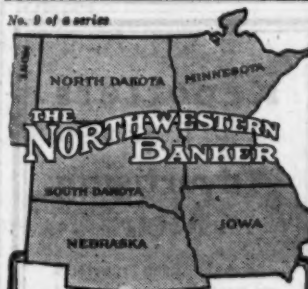
**75,000
Circulation**

One insertion 30c. a line.

39 insertions 20c. a line.

**Advertising in The Journal
Sells the Goods.**

No. 9 of a series



The Buckle On The Food Belt

Bankers promote agriculture. They foster calf and pig clubs, corn clubs, and all sorts of activities which increase the food output.

The six Northwestern states we cover are truly the Buckle on the Food Belt. Concentrate in this territory. Tell your story to our banker subscribers every month.

The Northwestern Banker

Clifford De Puy, Publisher
Crocker Bldg., Des Moines, Iowa.

C. J. Le Valley, cashier, Farmers and Merchants' Bank, Sheffield, Iowa, says: "Some things grow better with age, and the Northwestern Banker is one of them."

Photoplay Journal

(DON'T CONFUSE THE NAME)

The value of a publication is based largely on its standing with its readers. Photoplay Journal makes its appeal solely on its contents and *more than 35,000* copies are sold at the news-stands on that basis every month.

Published in Philadelphia
by CENTRAL PRESS PUBLISHING
COMPANY, 1316 Cherry St.
Represented in the East
by S. M. GOLDBERG, 303 Fifth Ave., N. Y.
Represented in the West
by JOHN A. TENNEY, Morton Bldg.,
Chicago.

Reporters

who read Printers' Ink, or

Advertising Men

who have been reporters are wanted as contributors of feature stories dealing with retail advertising, selling and store management. Liberal space rates paid for acceptable matter. For description of articles most desired, write

EDITOR

Retail Public Ledger

218 Public Ledger Building
PHILADELPHIA

for of good will. There is no one spot at which the traveling public comes into contact with the personnel of the railroad so intimately as at the ticket counter or window. Here it is that a soft answer may turn away wrath. Here the perplexities of the aged and the ignorance of the young may alike be relieved. Here the busy man of affairs may get his ticket to Chicago and his "choice upper berth near the wash room" at the same time that he gets his impression of the great courtesy and real interest in endeavoring to furnish him a drawing-room which the tactful agent has displayed and consequently go on his way with a determination to vote for whoever at the time, Administration or Corporation, is running the roads.

THIRD: He is a *creator of service*. Every business house in these enlightened days looks to its selling organization not only to induce the public to purchase the goods it has manufactured, but to keep its finger on the public pulse to ascertain what the public demands and is willing to buy if the house will only manufacture it. Here the ticket agent is and can in increasing measure be of vital service to the railroad management. He listens every hour of the day to the comments of the public and should be encouraged to analyze those comments and report them to his higher officers.

The intelligent and progressive managements have so encouraged him in the past, and when this practice has prevailed the men have shown a high intelligence in discriminating between the idle suggestions of the habitually dissatisfied and the genuinely helpful comments of the sober minded and reasonable among the traveling public.

Reports of ticket salesmen on business lost on account of inconvenient hours of trains, on infrequency of service, improper equipment, absence of necessary Pullman accommodations, etc., are the best guide a railroad management can have as to how to develop passenger traffic.

WANTED

We have an opportunity
to offer a first-class

Forwarding Man

A Copy Man

and a

**Spanish-American
Stenographer**

Are you experienced in any
one of the above lines, and
do you like the work?
Don't answer unless you
are and do.

Give full particulars as to
experience and salary in
first letter.

GEORGE H. P'ERRE

Advertising Agency
2098 du Pont Bldg.

Wilmington, Delaware

Interesting Reading

If you are in doubt as to whether your advertising story is as interesting as it can be, I can put you in touch with the man who wrote the most interesting advertising material in my files.

If you have some really difficult problem to be expressed, I believe that you will be glad that I put you in touch with this man.

GILBERT P. FARRAR
220 W. 42d St., New York

C The exports from the United States to Chile in 1913 were \$20,089,158 and in 1918 amounted to \$66,327,214. The best way for American manufacturers to maintain the trade in that country and secure new business is to advertise in the leading local papers of that progressive Republic:

La Nacion
SANTIAGO-CHILE]

La Union
VALPARAISO-CHILE

Sole Agency for the United States
34 Wall St., New York

Retailers Urged to Reduce Prices

Philadelphia Wholesalers Suggest Plan for Getting Dead Stocks in to Motion—Better to Take a Loss Now Than to Keep the Goods on the Shelves While Waiting for Sales That Don't Come

A SUGGESTION to retail grocers to base retail prices upon the present wholesale figure instead of original cost of merchandise, was made recently by the Association of Manufacturers' Representatives at Philadelphia. High prices are slowing up turnovers and despite the fact that the retailer may have to pocket a temporary loss, it will eventually mean more money in his cash drawer if he stimulates purchasing. Reductions in prices of commodities to the consumer have not kept pace with reductions in prices to the retailer, due to a desire to dispose of stocks at the full price paid for them before the market declined. This has discouraged buying with the result that retailer, jobber and manufacturer are faced with an indifferent market.

"The market is clogged," reads the bulletin published by the Association, "by an accumulation of goods on the shelves of the retailer; goods which he naturally does not want to mark down and thereby sacrifice a part of his expected profit. But he is facing a fact, not a theory. The market is coming down in many lines, and the public is restive to know why it is not getting more benefit from it. Retailers should know that it is better to pocket a partial loss and turn their capital over quickly for a fresh start on the basis of the new market. Some of them are bound to see this before long, mark down their prices and take the trade away from those who do not. A few of them already are beginning to, and the quicker the rest appreciate that there can be no profit in unsold goods at any price, the

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better it will be for everybody, retailers included."

The association's bulletin suggests means by which the retailer may ease off the losses of marking down goods and get slow moving stocks in certain lines off his hands quickly. "If the salesman sells the retailer a hundred cases of tomatoes, for instance," says the circular, "and the market has advanced 15 cents or 20 cents a dozen by the time of his next call, does not he hurry to say 'Jim, I put you in right on the tomatoes; they would cost you two bits more a dozen to-day'? You bet he does."

"We suggest that to-day, when the salesman has sold him something that has come down, he shall take his backbone firmly in hand and say, for instance, 'Jim, the corn market is on the toboggan. You cannot hit it right every time, you know. But you remember those tomatoes I sold you? Now, see here; you want to unload that corn. Make the tomatoes help you do it. You are trying to sell each at 15 cents a can, but it is only the tomatoes that are moving. The corn has no friends at that price. But you can make a fair profit; clean out, and turn all of your money over if you sell them in combination at, say 25 cents for a can of corn plus a can of tomatoes.'

"The retailer to-day has a number of items in his stock that can be replaced for much less money than they cost him. If he does not know this, it is the duty of the wholesale salesman, out of duty to his employer and friendship to the retailer, to tell him so, that he may clean them out and make a fresh start on the basis of the new cost."

L. S. Rappaport Makes a Change

Louis E. Rappaport has been appointed sales and advertising manager for M. Martin & Company, New York, makers of "Plume" brand undergarments. He has been in charge of the advertising of the Co-Ed Dressmakers and was previously with the Simon Costume & Dress Company.

Consumers' Demand

can be increased to 100% in the city of Chester (Pa.) and Delaware County by exploiting your client's wares in

Chester Times and The Morning Republican

And dealers here, anticipating the demand occasioned by this newspaper advertising campaign will stock up simultaneously to supply the 150,000.

Member of A. B. C.

Foreign Representative

FRANK R. NORTHRUP

303 Fifth Avenue New York City
Association Bldg., Chicago

New England

proves and performs for advertisers!

Bangor Commercial

"Maine's Best Paper"

15,047

Net P. O., October, 1918

Largest circulation in the City of Bangor (Population 26,660) and the Largest Circulation in Bangor's immediate trading district, which has a population of 75,000.

The Weekly Commercial Farmer and Villager

with its hundreds of local correspondents in the towns and villages of this great agricultural territory, has over 17,000 net paid circulation in this section.

Combined circulation of the Daily and Weekly "Commercial" is the largest Circulation of any Daily and Weekly in Maine.

The Julius Mathews Special Agency
Boston — New York — Chicago

**I Can Sell
Jardin de Rose
Face Powder
To Any
Advertising Man
But I Am Looking
For An
Advertising Agency
To Sell Me
Advertising
For
Jardin de Rose
The Face Powder
With
The Wonderful Odor**

Initial appropriation
to be made for 1919 **\$15,000**

Write for Appointment

WILLIS H. LOWE, Pres.

American Toilet Goods Co.

40 Harrison Ave., Boston, Mass.

**Your
House
Organ**

\$35 to \$50
a thousand

Ask for Details

George Seton Thompson Co.
122 W. Polk St. Chicago, Ill.

PRINT IT
Photographically
in the
ROTOGRAVURE
PROCESS
NEWSPAPER &
MAGAZINE
INSERTS



NEO-GRAVURE PRINTING CO.
200 William Street New York

Bauman's Old Stock to Be Auctioned

The entire stock of Abr. Bauman, New York, is to be sold at auction, following the firm being succeeded by the Bauman Clothing Corporation, who will nationally advertise a brand of boys' clothing known as Wearpledge. Complete details of the campaign were described in a recent issue of **PRINTERS' INK**. The sale advertisement, now appearing in trade papers, reads in part: "Critical buyers of boys' clothing will be interested in the opportunity offered by this sale because they are familiar with the excellence of the Abr. Bauman product."

"This sale is held—and the merchandise is being sold—without reserve, because the firm of Abr. Bauman has been succeeded by the Bauman Clothing Corporation."

"This new concern will make a line of boys' and children's clothing embodying distinctive and unique features that are not contained in the former Abr. Bauman product, therefore, this old product can have no place in this new line and must be sacrificed at public auction without reserve."

Catalogues Delayed by Strike of Stereotypers

Getting mail-order printed matter out has been seriously interfered with in Chicago through failure to settle the stereotypers strike.

The big catalogue houses have been forced to print from type and original engravings in getting out their catalogues and other advertising matter. The situation has been such that they have been unable to make the usual plates. Handling a large number of pages in type form has brought up many mechanical troubles and has caused interminable delay. Attempts to use old plates were frustrated through refusal on the part of the engravers and printers to mortise in any new type matter.

A compromise offer was made to the striking electrotypers granting them a part of their demands in the way of increased wages and shorter working hours. This was taken under consideration, with no indication as to when an answer would be returned.

Morgan, Tuttle and Jennings Succeed Morgan Agency

The J. W. Morgan Advertising Agency, New York, has been succeeded by the firm of Morgan, Tuttle & Jennings. J. W. Morgan, who established the former agency in 1901, retains an interest in the firm. William P. Tuttle was formerly vice-president and advertising manager of the O'Sullivan Rubber Company, New York, and vice-president and general manager of the Knox Hat Company, also of New York. H. Simpson Jennings has been engaged in selling and merchandising work both in this country and Europe.

"Electrotypes—Quick?"

Then it's "Rapid Service" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.



TWO complete engraving plants—fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. MURRAY HILL. President and Secretary, R. T. ROMER. Vice-President and Treasurer, E. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Gno. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KITTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, APRIL 17, 1919

Tell Your Trade This

Retailers in Kansas are waging a fight against what they term the "unfair" practices of wholesalers in selling direct to consumers. They declare, for instance, that jobbers should not sell hotels and restaurants. They insist either they should get this business or be allowed a commission on its sale by the jobber.

Of course, like all controversies, there are two sides to this question.

Many manufacturers and jobbers feel they are entirely within their rights and are not falling short of their duty toward the retailer when they accept consumer business of this kind. A hotel or other institution using goods in

wholesale quantities is entitled to buy them at wholesale prices.

The Kansas agitation is only another example of the mistaken viewpoint of certain retailers, as far as what constitutes the legitimate channels of trade. It is similar to the effort in Canada, spoken of in a recent PRINTERS' INK editorial, to have retail mail-order houses taxed prohibitively in order that the retailer might be protected.

An unbiased study of many retailers' appeals for business and of the retailers themselves shows that their attitude very often is what might almost be called whining. But others, heedless of the mail-order man, the soap club and the house-to-house canvasser, continue to flourish and wax prosperous.

When retail merchants are hit hard by mail-order competition, the obvious thing is to attack the manufacturer for selling the mail-order man goods. They seemingly overlook the fact that the way to defeat mail-order is to compete with it on the basis of goods, service and prices. The fight can be won right along these lines and it is being won despite the buying advantages the mail-order houses justly possess by virtue of handling larger quantities of goods. Too often, however, the retailer attempts to resort to such expedients as trying to force the manufacturer and jobber into his way of thinking, seeking legislation against the mail-order houses and then making appeals to consumers along the lines of justice, town pride and all that sort of thing.

PRINTERS' INK, some time ago, in discussing a "buy from your neighborhood merchant" campaign put on in Chicago, referred to the neighborhood activities of retailers in Evanston, a supposedly aristocratic suburb of that city. Almost every week citizens of Evanston are addressed through the columns of the local daily or by other methods and harangued at some length about their duty to Evanston, which would forbid their having even diplomatic re-

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lations with the big downtown Chicago stores. "Stand by your home town—don't let Chicago fatten off of your purchases!" is the cry. Yet many housewives in Evanston say they can save money and get just as good service by spending eleven cents and taking less than an hour's time to ride down to Chicago on the elevated road.

In these days of high prices the average person is not going to do his buying on the basis of building up anybody's neighborhood or anybody's town. He is going to buy where he can buy the best and save the most money—just exactly the way the retailer himself buys. Any selling argument based otherwise than on goods, prices and service is going to fall of its own weight.

To tell the retailer that his argument is weak, fallacious and ridiculous, only aggravates the condition. But he can be shown in a constructive way how to bring to bear good advertising and good merchandising to the end that he may get the business people will be glad to give him if he measures up to it.

Tie Up with the Association's Advertising

Perhaps never before has there been so many association or industry campaigns starting or getting ready to start. PRINTERS' INK is chronicling them every week. Literally dozens of industries are finding that they have something to advertise co-operatively. It is almost a stampede.

In nearly every line there is a lot of educational work to be done that should be done by the industry as a body rather than by the individual manufacturers in it. The hardest selling resistance that a manufacturer often meets does not come from his competitors. It is the competition of ignorance and of a lack of proper appreciation of the product and its uses, that is the most difficult to fight.

The industry, itself, can meet this competition better than can

the single manufacturer. When the individual sets out to meet it he rightfully feels that much of his expensive educational work will benefit other manufacturers as much as it benefits him.

Besides, in advertising the industry, the individual is obliged to neglect the promotion of his own brand. In the paint field, for example, several of the manufacturers use up as much as 75 per cent of their advertising in combatting paint ignorance and in getting householders to appreciate the protective value of the product. However, when the industry, itself, starts to advertise, as the paint manufacturers have done, all this educational work is taken off the hands of the single company. This leaves it free to boost its own brands and to tie them up closely in the minds of the consumer with the promotional campaign that the association is conducting.

Here lies quite clearly the big opportunity in all these industry campaigns that are getting under way. The association's advertising will be vastly more effective if the members line up their own advertising to back up and to tie up with the co-operative campaign. Since the efforts of the association may be depended on to create appreciation for the service that the industry is rendering, the individuals can get right down to brass tacks, abandon generalities, let Old Man Specific take charge of their copy and do some real rooting for their own brands and their peculiar merits.

The metal lath people recognize this opportunity. The individual manufacturers in this field are enlarging the volume of their advertising in technical publications so as to cash in on all the sentiment that the general campaign builds up for them. It is presumed that the paint manufacturers, always sagacious business builders, will singly follow up their present opportunities in the same manner.

All manufacturers, fortunate enough to be located in an industry that is advertising as a body, have this same opportunity. It is

too big a chance, too promising a possibility to overlook.

Display Advertising—Advertising for labor just like every other kind of advertising, **Labor Turnover** apparently gives results in direct proportion to the time spent in analyzing the "market" before sending the copy to the printer.

The experience of the Wright-Martin Aircraft Corporation should be of interest to other manufacturers who are interested in cutting down the big expense of a large labor turnover.

Back in June, 1918, when the corporation was faced with the necessity of building up and maintaining a working force of approximately 10,000, they had not more than 200 people as a start. After building up an employment management system, an attempt was made to get through the "help wanted" columns the large personnel needed. It was soon found that, with the time element a most important factor, the old-style methods wouldn't work. The classified advertising merely churned up a crowd that had been gone over time after time, and the quality of applications made the method far too slow and expensive. Not more than 10 per cent of the applications received were suitable for employment, and out of the number hired the turnover was high.

It became apparent that the place to start in cutting down expensive turnover was in the quality of original application, that instead of getting men, the problem was to sell the job and all that went with it to the right type of man. An advertising agent was called in who, instead of merely running the classified copy furnished by the client, made a study of the problem and analyzed the situation. He spent several days in the plant, watched the kind of men who applied, asked them questions, and finally as a result of his study submitted a selling plan as though an automobile or other high class article of

merchandise were to be sold. Display advertising with real attention value, aimed at the new type of man wanted, was prepared. The quality factors in the job were sold with it, the man was sold on the responsibilities that went with the work and the conditions surrounding employment.

As a direct result of this advertising a totally new type of application was built up, the number of applications was greatly increased, the men found available also increased, and because a better type of man was hired the labor turnover took a big drop. With labor the big factor in industry to-day a study of the advertising methods used to get men would seem to be worthy of attention.

How Shall Wheat Crop Be Disposed of?

Members of the Millers' National Federation, representing 1,450 mills having an output of 400,000 barrels of flour a day, met in Chicago last week to consider means of handling the tremendous wheat crop during the coming year. The Federation appointed a committee of sixteen millers to consider half a dozen plans. When the Government delegates some official to take up the wheat problem the committee then will offer a plan for acceptance.

Reports made to the meeting were that the 1919 wheat crop upon which the Government has guaranteed the farmers \$2.26 a bushel, will be close to 1,500,000,000 bushels as compared with last year's crop of 917,000,000. Only 600,000,000 bushels of wheat are needed for food and seeding requirements in this country. It was declared that the residue would be sufficient to feed all of Europe.

The convention regarded this situation as calling for an advertising campaign, calling upon the people to "eat more bread." This is being considered by a special committee and announcement of the plans soon will be made.

White Motor's Increased Sales

The gross sales of the White Motor Company, Cleveland, for the year ending December 31, 1918, show an increase of 53 per cent over those of the previous year, the increase amounting to \$13,810,348. The profits for the year were \$6,380,585. With further deduction made for the several Federal taxes and dividends, the balance for the year 1918 is \$1,400,585, as compared with \$2,520,308 for 1917.



CHARLES J. ROSEBAULT

was formerly Managing Editor of the New York Sun. During the war Mr. Rosebault was Managing Editor of the Vigilantes, an association of writers who gave their services by producing articles, stories and poems which did much to inform and inspire American people. After the armistice, the Red Cross Magazine sent Mr. Rosebault abroad to go into the Central Empires, where in previous years he had made long visits and had many acquaintances in Germany, Hungary and Austria.

He has just finished a journey which led him through Austria, to Vienna, Hungary, to Budapest (where he was at the time of the revolution), to Prague, which is the seat of the Czecho Slavs, and last into Berlin. He has been particularly investigating the present attitude of mind and psychology of people, and making comparisons.

CAN THE LEOPARD CHANGE ITS SPOTS?

Out of his knowledge of the people and with his facile command of the daily language, Mr. Rosebault purposes to share with us results of his penetration into the hearts and minds of the German peoples, and give us a chance to see for ourselves from their conversations and stories whether they are changed or unchanging.

It was impossible for him to write these articles while on his journey. The material cannot be set down frankly until he is free from surveillance. Mr. Rosebault is now on his way to the United States, and this series of articles will begin in an early number.

THE RED CROSS MAGAZINE

Peoples Gas Bldg.
Chicago, Ill.

Old South Bldg.
Boston, Mass.

Hippodrome Bldg.
Cleveland, O.

Van Nuys Bldg.
Los Angeles, Cal.

A. EUGENE BOLLES, Advertising Mgr.,
120 West 32nd Street, New York City

The Little Schoolmaster's Classroom

HAVING previously essayed to discourse upon the tinted adjective and colorful expression in copy, the Schoolmaster again takes Underwood in hand to augment further the world's store of recorded wisdom.

* * *

Color possesses the peculiar quality of adding definiteness to an object. It not only clothes a phrase with beauty and distinction but facilitates the process of visualization. You may describe the shape, size and texture of an article, but until you tell its color it lurks in the shadowland of the vague. Color intensifies.

See how the song writer recognizes this fact in "My Little Grey Home in the West," or the novelist in "Riders of the Purple Sage," "The Crimson Alibi," and "The Yellow Document."

Yet color is endowed with another magic quality—that of symbolism, a symbolism which has been evolved through centuries of suggestion and association. Thus, when the villain slinks across the stage and muted violins sob their funereal chorus, the spotlight operator slaps on the sickly green celluloid. Why? Because vivid green is the color of venom, the hue of hatred and the tint of poison. And later, when nightingales twitter as Claude Cotillion hugs Pauline to his boiled starch bosom, it is eve—for violet and rose are suggestive of romance.

"The Unknown Purple" would never do as "The Unknown Yellow," or Navy Blue or Olive Drab. One goes green with envy, wears the black look of despair, paints the town red and the taste that lingers is a disagreeable brown.

* * *

A willing tool of the fictionizer and playwright color kindly proffers its versatile services to the fabricator of conv. The appetizing freshness of leafy green, the sedate luxury of maroon, the stimulating cheeriness of orange and the wholesome sturdiness of

brown are a few tints from its palette—not to be displayed with pageant lavishness, but with a nicety of restraint and precision, either to supply the specific or to create a fitting atmosphere.

* * *

"The dreamy soothing fragrance of Vantine's Temple Incense brings to mind the rosy dawns, the brilliant sunlight, the purple dusks of the Orient—the enchantment of Far Eastern Countries."

Here it does not describe the article, to be sure. But it suggests atmosphere to a thing that eludes description. Color, in this case, makes an appeal to the senses—as also does the incense itself. La Tausca Pearls "glow with elusive sunset tints"—not only finely descriptive, but suggesting a note of romance.

"Pirates—gold—jewels—black flags—captive Senoritas"—thus does the United Fruit Company introduce the reader to the Caribbean. These are examples, hastily clipped from a few current publications, of color used as atmosphere.

Now let us look to color as the specific—instances where it intensifies. Ivory Soap Flakes are advertised as "delicate snowlike flakes." Campbell Soup "gives you the invigorating tonic properties which nature has stored in the ripe-red juicy tomato." For "a downright breakfast joy, eat these fragrant golden-brown pancakes," says Aunt Jemima. And any fashion magazine contains a dozen or more specimens of color employed with recognition of its feminine appeal.

A curious fact observed by the Schoolmaster in his quest for samples was that color seems seldom used in its specific sense by the advertisers of paints and decorative furnishings. One prominent manufacturer of interior wall coatings contents himself with reference to a "full range of velvety nature tones and white," instead of perhaps, sunny yellows, restful

An Architectural Newspaper

The architect of today and tomorrow is a business man who combines the executive, creative and engineering qualities necessary in modern building construction.

He needs practical information regarding such subjects as Material Costs, the Labor Situation, the Latest Development in Building Progress, Short Cuts to Efficient and Economical Construction. In other words, he needs a number of things that may be tersely described as News.

THE AMERICAN ARCHITECT

is the only architectural newspaper published in America, that gives the architect this vital information which he needs. And in addition to this news material, the finer side of architectural design is presented in picture and description.

It is because of the completeness of its service that THE AMERICAN ARCHITECT has maintained its position of leadership since its founding nearly a half century ago.

Strictly professional in character and circulation, it is read by architects who control approximately 85 per cent of all the work done in architects' offices. They pay \$10.00 a year for it because of its essential character.

Nearly one hundred and fifty manufacturers of products entering into finished buildings use its weekly advertising pages because they find THE AMERICAN ARCHITECT a direct and positive means of reaching the leading architects.

The American Architect

"The Weekly Journal of Progress in Architecture"

243 West 39th Street

New York

Affiliated Publications in the Building Field:

BUILDING AGE

METAL WORKER, PLUMBER & STEAM FITTER

All Members of A. E. C.

PRODUCERS OF FINE PRINTING



393-399 Lafayette Street, New York
Telephones, Spring 6452-3-4-5

What's In the Papers?

A press clipping bureau can enlarge your present facilities for newspaper reading. Let us suggest some ways that you might use our service profitably for yourself, your company, or some prominent movement with which you are connected.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.



Howell Cuts
for housewives
direct mail and
other advertising
ask for proofs
Charles E. Howell • 505 Fifth Ave. New York



THE RICHEY DATA SERVICE

—how are prices going—up or down? You can speak with knowledge of sales, advertising and business conditions if you

use R. D. S. April Bulletin, folder and sample sheets will be mailed YOU on request.
THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis, Ind.

PUBLICITY ENGINEER

A highly educated technical man with practical mechanical experience backed by many years in the advertising field, is looking for openings.

He will act as Technical Adviser to an Agency or will give all or part time service to a firm or firms needing the advice and practical co-operation of an advertising man who is also an engineer.

Located in New York City. Now connected and can furnish the highest possible credentials.

Address in first instance, "H. J.,"
Box 95, Printers' Ink.

greens and cool, inviting blues. Sanitas, we are told, comes in plain tints and beautiful patterns, but the Schoolmaster's imagination is not stirred by the specific. And a firm that makes painted decorative furniture entirely neglects the definite appeal of reference to some entrancing color scheme.

The Schoolmaster has referred to color possessing that peculiar property that finds favor in feminine eyes. How well the men who select the names for the season's standard color styles appreciate its suggestive attributes, can quickly be seen by a glimpse at the chart—Spruce, Barberry, Pomegranate, Petunia, Henna, Etruscan, Morocco, Kangaroo, Cathedral, etc.

Color is a subtle intensifier of the ad man's vocabulary. It can be mad, glad, sad or bad—as austere as a mediaeval monastery or as warm as the shores of the Mediterranean. Color gives life, animation and proper perspective to advertising copy and dispels the haze of indefiniteness.

The Schoolmaster views with interest the increasing use of the simile in advertising—especially the pictorial simile. In current copy, Warner Fountain Shaving Brush is said to act "like a fountain pen." The Yale Door Closer is warranted "to absorb the shock of the closing door as the pneumatic tire absorbs the shocks for the automobile." In the advertising of Ajax Tires, the comparison is made with a section of a steel rail—"the same shoulders of strength," while Colgates compare the simplicity of renewing the filling of their shaving soap holder with putting an electric bulb into a socket.

Too often advertising men assume too great an understanding on the part of the average man for mechanical details, which, however, can be easily explained by the choice use of the proper simile—in word or in illustration. Of course, the hyperbolic simile has no place in good copy, but the

examples of which single iss—are co—propriate

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examples herein mentioned—three of which were clipped from a single issue of a single publication—are conspicuous for their appropriateness.

The Schoolmaster wonders whether it was just chance or forethought; howsomever, he noticed at the N. W. Ayer & Son golden jubilee banquet that, while Edward F. Jordan, of the Jordan Motor Car Company, occupied a place at the speakers' table, the orchestra struck up the old ducky camp meeting hymn, "Roll, Jordan, Roll."

Or maybe it was just that they were playing by accident songs of fifty years ago.

Pretty pat in any case, whether accident or design.

In a Hudson Tube train the other day the Schoolmaster sat next to two young women who never pay any attention to advertising. About half a minute after the train pulled out of Hoboken the first young woman's eyes roved up and down the car and finally rested on one of the new Fairy Soap car cards, showing a picture of a radiant young lady holding a mirror or some other implement of vanity in her hand. The only "copy" was a quotation about the skin, the inference being that Fairy Soap was good for the skin.

"Do you think she is good-looking?" asked the young woman, calling her companion's attention to the woman on the Fairy car card.

"Fair," replied her companion. "What's she got in her hand?"

"I don't know. Looks like a small mirror. Maybe it's a vanity case. She's got a lot of color, hasn't she?"

FACTS

THE people of South America share with their North American brothers the faculty of always wanting the best and of being able and willing to pay for it.

THE BEERS ADV. AGENCY

Havana and New York Established 1906



IN PHILADELPHIA

Someone is looking for a 28-year-old and married advertising man, University educated, public service corporation trained. Knows type, layout, copy, engraving, stock—advertising production in its entirety. Has had experience in both domestic and export advertising. He isn't out of a job, but he seeks a place to grow.

Want him?

Address "C. D.," Box 98
Care Printers' Ink

INSON LITHO INC
SPECIALIZING IN WINDOW
DISPLAY ADVERTISING

Complete Lithographed
Window Displays
Cut Outs, Hangers
Streamers, Posters
Counter Cards, Car
Cards, etc.

327 EAST 29TH STREET.
Tel. Murray Hill 5040 New York.

Send for Portfolio of Photographs

NOTICE—to Advertisers

If your **HEADLINE** is wrong it is killing your Ad.

Send me your printed matter and copy of Ad and I will analyze Ad **FREE OF CHARGE** and advise you if the headline is wrong and I also quote my charge for preparing the **RIGHT** Headline if you wish. No obligation for the analysis.

W. MOSELEY AN ANALYSIS SERVICE **ELGIN, ILL.**

The GAS RECORD

Will help you sell to manufactured and natural gas companies now readjusting themselves for bigger business and larger profits.

Leads in circulation, advertising and editorial influence.

A. B. P. Semi-Monthly A. B. C.
CHICAGO: 20 W. Jackson Blvd.
NEW YORK: 51 E. 42d St. Tel. Murray Hill 1981

American Lumberman

Est. 1873. CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

The INLAND PRINTER

Every number contains Copy, Type and Lay-Out Suggestions. Advertising men need it. Subscribe today and get our 100-page Book of Ideas Free.

632 Sherman Street, Chicago



and BUILDING MANAGEMENT

reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

139 N. Clark Street Chicago

Petroleum



"Representative Magazine of the Oil Industry"

CHICAGO NEW YORK
STEEGER BLDG. 47 WEST 34TH ST.

When you want information on college town merchandising or college paper advertising "ASK THE COLLEGIATE."

USA

Collegiate Special Advertising Agency, Inc.

583 Fifth Avenue, New York Established 1913

"Yes; wonder if she really uses Fairy Soap?"

"Oh, I guess that's just a picture. I never noticed Fairy Soap advertised for the skin before, did you? Wonder if it's good?"

And so the conversation ran on as the train sped under the Hudson, and stopped at Christopher street and Ninth street.

Any advertising manager would have rubbed his hands with glee had one of his advertisements come in for such lengthy consideration and concentrated attention.

Yet, as the pair arose to leave the train at Nineteenth street, the first young woman remarked, as if to dismiss the matter, "I never pay any attention to advertisements, anyway."

"No," replied her friend, "neither do I."

Southwestern Branded Goods on Display

When the Southwestern Advertising Company, of Dallas, Tex., moved into new quarters recently it observed the occasion by holding an exhibition of advertised goods which attracted the attention of business men of Dallas and the surrounding towns. The feature of the display that perhaps makes it worthy of note is found in the fact that so many branded and advertised products of the Southwest were on exhibit. Among these were "Pecan Valley" peanut butter, "Yukon Best" products of the Yukon Mill & Elevator Company, "Marechal Neil" flour, "Lee's Rice Toasties," "Gladiola" flour, Fraser bricks, "Interwoven Special" overalls, Sealy mattresses, and "Belle of Wichita" products of the Wichita Mill & Elevator Company. Scores of other products were included in the exhibit.

The Operative Miller

Published Monthly on the First
The Technical Journal of The Flour Milling Field

Reaches Flour, Feed and Cereal Millers, Mill Builders, Mill Supply Houses, and Machinery Manufacturers.

The Buyer in the Flour Mill

Is the Head Miller, or Mill Superintendent. All machinery and supplies are purchased upon his recommendation—a statement of fact easily verified.

THE OPERATIVE MILLER, for 18 years the official organ of The Fraternity of Operative Millers of America, has been published for the past 25 years in his interests. Circulates in every part of the U. S. and Canada. Subscription \$1.00 per year in advance. Advertising rates and further information upon request. Agency business solicited.

537 S. Dearborn St., Chicago, Ill.

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But Won't They Drink More Water to Make Up?

The devious ways in which prohibition will affect the body politic are manifold in number. Here is the latest instance of the manner in which the tax gatherers will be affected, as reported in *Engineering News-Record*:

"Based on information supplied by the Water-Works Department, William F. Von Hoene, comptroller of Cincinnati, estimates that the loss in water-works revenues that will follow putting prohibition into effect will exceed \$100,000. It is stated that in 1915 Cincinnati breweries used 65,611,000 cu. ft. of water; distilleries, 8,993,500 cu. ft.; manufacturers of accessories, 5,956,400 cu. ft. This makes a total of 80,560,900 cu. ft., said to be the normal yearly water consumption for these industries. The value of this water in terms of revenue is placed at \$80,561. In addition, it is estimated that each of the 850 saloons in Cincinnati paid an average of \$30 a year for water, making \$25,500 and thus bringing the total loss up to a little over \$100,000. This is gross loss. No allowance is included for water consumed in substituted manufacturing plants or by tenants for the quarters previously used for saloons."

No Ads in Bavaria Under Soviets

A press dispatch from Munich last week indicates that state socialism in Bavaria is working out true to form. The provisions for the socialization of the press of the country declare that nobody must profit from the newspapers. Magazines may only appear under license and may contain no advertising. Magazines unable to support themselves without advertising will be suppressed.

According to the provisions, any person attempting to secure the insertion of advertising matter in newspapers or magazines for a price is liable to trial by the revolutionary tribunal. It is announced that socialization of news agencies, paper factories, theatres and moving picture shows will follow.

More rated retail Department, Dry Goods and General Mde. Stores are paid Subscribers to the Merchants Trade Journal than to any other trade publication.

A. B. C. Members

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, New York, Chicago, Indianapolis

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution. Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.
BEN. F. BRANHAM, Editor
951-957 Insurance Exch., Chicago

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Address

MILL SUPPLIES,

337 South Dearborn St., Chicago.

Office Appliances

The one journal which covers the field of office equipment

Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not send it free.

417 So. Dearborn St., Chicago

BUILDING SUPPLY NEWS

The only Dealer Paper in the Building Field.

Endorsed by National and State Associations of Dealers

612 Federal St. Chicago

The leading influence in an important new industry

THE SOFT DRINK JOURNAL

Sample copy and rate card upon request
418 So. Market St., Chicago

OIL NEWS

The Only Semi-Monthly in the OIL INDUSTRY

Shaw Publishing Company
14 East Jackson Blvd., Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Wanted—Experienced advertising agency copy writer, idea man preferred. State age, previous experience and salary expected. Address W. A. Krasselt, 354 Milwaukee St., Milwaukee, Wisconsin.

WANTED

PROOF-READER FOR DAILY EVENING PAPER IN SOUTHERN CITY OF 60,000 POPULATION. ADDRESS BOX 834, PRINTERS' INK.

SECRETARY-STENOGRAPHER

Good salary and prospects for right man. Apply by letter only, stating age, experience, and salary desired. Address Mr. White, Duplex Lighting Works of General Electric Co., 6 West 48th Street, New York.

Exceptional opportunity in Canada for man to take charge of the Advertising Office in one of the rapidly growing departmental stores. One with executive capacity and skilled in "lay out," with good judgment of the news value of the merchandise offered. State experience. Apply Box 809, Printers' Ink.

ADVERTISING MANAGER WANTED

Large clothing specialty house has splendid proposition to offer aggressive young man who has served as assistant to advertising manager of clothing or kindred lines. Write full particulars giving references. Address Box 821, Printers' Ink.

ARTIST

Young man with initiative and originality on designing color sketches and pen and ink work; one who has been employed with engraving house preferred. Salary to start \$55 per week. Position is permanent. Send samples of work with application. THE ADDRESS, 28 S. Paca St., Baltimore, Md.

ADVERTISING WOMAN

I need a capable, energetic young woman as assistant. She must be more than merely a copy writer. She must be a good executive, know how to make layouts and be familiar with the routine of a department store advertising office. No application considered unless it contains recent samples of your work, experience, age, reference and salary. This is a real opportunity for a live wire. Address

**ADVERTISING MANAGER
THE BRAGER STORE
Baltimore, Maryland**

Subscription Assistant Wanted to take care of a large amount of detail—must appreciate the importance of doing things right at first and keeping assistants doing likewise. State full particulars, including experience, salary expected, etc. Box 831, care of Printers' Ink.

Assistant for promotion department; able to write both advertising and circulation promotion material for large women's publication. Must be familiar with mechanical details of advertising and printing. Write, giving details of past experience and salary expected. Address Box 824, Printers' Ink.

ASSISTANT ADVERTISING MANAGER

A large New England Paper Manufacturing Corporation has a good opening in its Advertising Department for a young man of originality and with practical advertising experience.

Must be a writer-salesman of consumer and printer literature and with editorial ability for House Organs.

A knowledge of Bond, Book and Cover Paper and of Printing preferred.

Address giving references and if possible samples of work and state salary expected. Confidential, Box 833, P. I.

Southern Newspaper requires the services of a display advertising salesman who can earn a salary of five thousand a year. Must understand the value of suggestive copy and be willing to work overtime in a keenly competitive field. State full qualifications and experience. Send picture and possible reporting date. Quick action essential. Address Box 814, care of Printers' Ink.

Publicity organization can show. Apply direct. Fourth

Editorial had some posted on must confer and

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Publicity salesman for trade journal organization thoroughly capable man, who can show a record of accomplishments. Apply direct Clifford & Lawton, 373 Fourth Ave., New York.

Editorial Assistant Wanted—Who has had some experience and who is well posted on engineering subjects. Replies must contain full statement of experience and salary expected. Box 832, P. I.

Good Letter Writer

Can you make a growing export business in automobile accessories grow faster by good sales letters?—(your own)—Turn a complaint into an order—write letters we will be proud of? Send all particulars with application. Box 825, P. I.

CIRCULATION MANAGER

We require an intelligent person—man or woman—to manage the subscription department of two trade publications. A good opportunity for a good worker. COAL TRADE JOURNAL, 20 Vesey Street, New York City.

WANTED—AN ASSOCIATE

Progressive young New York City Advertising Agency with full recognition and highest credit has opening for advertising man with Agency experience and the ability to handle accounts constructively. No capital required, but must control some active business—OR be able to stake his own ability to produce results. Very liberal terms, with share in profits of business for the right man. Address Box 843, care of Printers' Ink.

SALES ANALYSIS AND STATISTICIAN

for nationally known automobile truck company to analyze sales and territory and prepare statistics covering motor registration; permanent position with large possibilities for experienced man of mature judgment with ability and energy to conduct independent investigations, analyze conditions, and arrive at logical conclusions; state complete qualifications, former experience, and salary expected. Address "Statistician," Box 837, Printers' Ink.

TECHNICAL WRITER

WANTED—A graduate engineer (preferably electrical) who has the ability to tell the story of a complicated piece of machinery in a clear and interesting style.

Must have the ability to carry things through to a finish.

The work will consist of writing complete articles, booklets, catalogs, etc., and preparing them for the printer. In addition he will be expected to assist in the general publicity and sales promotion work.

The man who has the best chance is one who has been in the service, particularly one with naval experience. Sales experience is also desirable.

Only written applications will be considered. Write full particulars to Publicity Superintendent,

The Sperry Gyroscope Company, Manhattan Bridge Plaza, Brooklyn, N. Y.

WANTED: Able advertisement and catalog copy writer on engineering and semi-technical subjects. Must possess good business judgment and produce on quality rather than quantity basis. Salary and permanent future wholly dependent upon the man, who will have every opportunity to reap just reward for conscientious work. State terms and qualifications in first letter. Address Box 822, P. I.

ADVERTISING AND SALES PROMOTION MAN

—A real opportunity for a young man with plenty of energy and initiative, to write copy, make layouts, edit house organ, develop new uses for products, etc. Must have demonstrated his ability to do these things. Write fully in confidence, giving age, experience in detail, education, salary for last three years, salary expected, and enclose some samples of work and a post card photo. The McCaskey Register Co., Alliance, Ohio.

Advertising Salesman

New Tax law effective May 1st creates remarkable opportunity. Wrigley Tax Guide absolutely necessary to merchants. Advertisers distribute them with their compliments—orders in quantities being booked at sight. Need one man New York City, one each section of country. R. F. Baldwin, Sales Mgr., 824 Marbridge Bldg., New York City.

SALES EXECUTIVE

An Ohio manufacturer of a nationally known specialty has an opening for a District Sales Executive. This is a real opportunity for a young man who has been successful as a branch manager or District Manager in selecting, training, and inspiring salesmen. Satisfactory salary, expense, and bonus arrangement. Address in confidence giving age, education, experience in detail, methods used in recruiting, training, and inspiring salesmen, salary received and expected, and enclose a post card photo. Box 827, care Printers' Ink.

Advertising Man

Copy writer and general service man for Ohio Advertising Agency who also has the ability and address to make merchandising investigations among consumers and dealers. State experience, age, salary expected, and enclose samples of work which will be returned promptly. Address Box 818, care of Printers' Ink.

A nationally known rubber manufacturing company wants services permanently of several dependable merchandise salesmen possessing clean business record, and proven sales ability. Preference given traveling salesmen now employed. Rubber experience not necessary. Salary with traveling expenses. Negotiations confidential if desired. Address Box 813, care of Printers' Ink.

COPY WRITER WANTED

A St. Louis Agency has a splendid opening for an experienced Copy Writer. The man we want should have broad Agency experience, and be capable of handling National campaigns. This ability should also include the qualifications to participate in the conferences and assist in producing successful plans.

This position offers an opportunity that can be made worth every cent that the man himself is capable of earning.

Give us full details of your experience, references, and salary desired.

Your reply will be held strictly confidential.

Address Box 838, Printers' Ink.

A CHACKAJACK COPY MAN WANTS THIS JOB

Out in Denver, Colorado, where the sun is always shining, a tire manufacturing concern has jumped from the hundred-thousand to the ten-million-dollar class in five years.

We are still steadily doubling and tripling our business every year.

Those who are with us don't have to wait for any other man's shoes. New shoes are being made every minute—to fit all sorts of men.

There's an opportunity right now in our copy department for a first-class copy man. He'll have every chance to develop whatever executive capacity he may have.

If you are open for a real opportunity, then we would like to know what kind of form letter you can write—with selling punch in it. We'd like to know your idea of a good booklet or folder; we would like to see an advertisement you have written—we are national advertisers.

We would like to see a photograph of yourself, if practicable; to know your age; education; the salary commanded in former positions; personal and business references.

It's a splendid opening for the right man with an immediate salary measured by present development. Box 842, P. I.

AGENCY SEEKS FIRST-CLASS SERVICE MEN

We call them "Service Executives" because each is really the "Advertising Manager" for the client to whom he is assigned. He must create copy ideas in line with the current merchandising plan, visualize complete ads and write copy. He must be responsible for sales helps, circular letters and all other promotional work. This agency is well established and offers an unusual future to the right men. Address in confidence Box 819, Printers' Ink.

MISCELLANEOUS

WE BUY USED ADDRESSOGRAPH MODEL C PLATES AND TRAYS. NAME BEST CASH PRICE AND MAIL INVENTORY TO LE CLAIRE-COOK CO., DAVENPORT, IOWA.



ADvantageous
vertising

ALL WARE
The Advertising Medium - David Co.
Chicago New York
Telephone

AM LOOKING FOR A USED MAP TACK SYSTEM, PREFERABLY ONE WITH TWELVE DRAWERS. ADDRESS, "C" 86, ROOM 209, 621 BROADWAY, NEW YORK CITY.

20¢

a Sheet Posts R.I.
STANDISH-BARNES CO.
STANDARD PAPER STOCKS LIMITED
AMERICAN UNION TRUST BLDG. PRODUCE BLDG. N.Y.

FOR SALE

Underwood Automatic Typewriter

In first-class condition, completely equipped with all accessories.

Reproduces any number of individually typed letters, or other work, from one master stencil, equal in appearance and at greater speed than can be done by ordinary typewriters. Suitable for mail order houses, banks or concerns with large mailing lists. Cost new \$700. Will accept reasonable offer. Box 823, Printers' Ink.

Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders Products

Printers and Bookbinders

Machinery of Every Description

CONNOR, FENDLER & CO.,

Ninety-six Beekman St.

New York City

For sal
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For sale, because of purely personal reasons, a well-established, widely-known and thoroughly successful technical trade monthly in an important field; large subscription list and well-paying advertising patronage. Address "Opportunity," Box 812, Printers' Ink.

POSITIONS WANTED

Typographer, layout man—buy printing, etc., advantageously (practical printer). Moderate salary if good opportunity in New York or vicinity. Address Box 829, Printers' Ink.

Young man, 31, married, a year's experience in agency, 10 years' selling experience, intelligent, high school, wants position in New York or nearby. Box 844, Printers' Ink.

Printing Salesman, high-class, energetic man, with office in publishing district, New York City, desires to represent good out-of-town printing house. Box 841, Printers' Ink.

THOROUGHLY EXPERIENCED ADVERTISING WOMAN—NOW EMPLOYED, DESIRES CHANGE. ADDRESS: BOX 815, CARE OF PRINTERS' INK.

Experienced representative with well-equipped Chicago office. Can handle good trade, export or general publication on commission. No advance necessary. Box 826, Printers' Ink.

Stenographer-Secretary—5 years' business experience—can handle details—3 years' art school—desirous connecting with advertiser—just released from service. Box 828, Printers' Ink.

BOSTON ADVERTISING SOLICITOR with several years' experience on general and trade magazines (recently discharged from Army) is open for position in N.E. territory. Box 835, P. I.

Advertising Salesman—long experience on general, trade and export publications, A-1 record, wide acquaintance throughout Eastern field, open for engagement. Box 839, Printers' Ink.

College man, desirous of taking on a side line as city correspondent, reporter, etc., on a foreign or out-of-town publication, would like to hear of some such opening. Confidential, Box 836, P. I.

Assistant Copy Writer—Age 21. Seeks opportunity with technical organization—2 yrs. technical school—1 yr. machine shop experience. 23rd St. Y. M. C. A. "Ad" class grad. 2 yrs. preliminary copy work experience. Forceful—tactful and a good plugger. Box 840, P. I.

ASSISTANT ADVERTISING MANAGER for three years with a leading manufacturer of standard printing papers desires a position in advertising department of nationally known manufacturer. Experience covers systematizing; preparation, distribution and follow-up of direct advertising; editing house organ; sales service work, and correspondence. Knowledge of good printing and proper use of printing papers. Age 28. Box 816, P. I.

A GOOD IDEA MAN AND COPY WRITER, recently released from the army, desires connection with agency or manufacturer. Can convince you that I am the man you seek if you desire to materially strengthen your staff. Box 820, Printers' Ink.

Aviator from the Army seeks opportunity in advertising department of manufacturer or with agency. Photo-engraver; knows electrotyping methods. Has acted as solicitor. Student of advertising with creative drawing ability. Would be of value to buyer of engravings. Age 26; married. Box 817, Printers' Ink.

ASSISTANT—Agency trained in all mechanical details of advertising. Write good copy. Four years' experience machinery and machine shop. Not out of a job, but want larger one with big possibilities which hard work, resourcefulness and good sense can develop. Age 24; married. Box 811, care of Printers' Ink.

MORE THAN A SOLICITOR

A young married man having had a unique experience in the building of publications is desirous of becoming connected with a live publishing house where successful space-selling, letter-writing, folder making, and creating a dealer influence is wanted. Where hard, intelligent, conscientious work is needed. Where there is a real opportunity. If you want a man of this type please communicate with Box 830, Printers' Ink.



Do You Want Representation In This Territory?

Young man, 34, former advertising manager and advertising artist, located at Auburn, N. Y., seeks opportunity to act as up-state Representative for Publishing House, Advertising Agency, Art House or Manufacturer.

Enquiries from those interested in representation in this territory are invited. Address Box 810, Printers' Ink.

A Publisher's Dream

Once upon a time there was an advertiser who got his copy in ahead of closing dates; he gave the publisher time for careful composition; making of cuts was never left until the "last gun," with the printer holding the press and running up the publisher's bill. The advertiser always had plenty of time to make corrections and get exactly what he wanted in set-ups. There were no disputes about typographical errors and inadvertent insertions. When he O.K.'d a final proof it was final. And the advertiser was always pleased with the attention and service the publisher gave him.

MORAL: No publisher can give an advertiser proper service unless copy is received early! Printers' Ink's first forms close Friday preceding date of issue.

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Dominating the Night Life of Chicago

Clark and Madison Streets is the center of the night life of Chicago. An electric spectacular display on the south-west corner completely dominates this congested district, showing east on Madison Street and north on Clark Street.

It shows to the Rialto of Chicago, the heart of the State Street shopping district and several high class motion picture houses. It is circled by many of Chicago's biggest hotels and famous cafes.

Madison Street is also the main artery of travel to and from the Northwestern and Union Station Terminals.

Conservatively estimated, over a half million people pass this corner daily and the circulation is intensified after nightfall.

It will be to your interest to have us present specific data. Write today.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World



TAKING THE BLUE SKY OUT OF ADVERTISING

THE CHICAGO TRIBUNE believes that it is a waste of money to advertise a product distributed through the retail and jobbing trade — without first supplying that trade with merchandise to satisfy the demand created.

Here is one instance of a CHICAGO TRIBUNE sales campaign that put the goods on the dealers' shelves before the campaign opened. The article advertised was

A FOOD PRODUCT

selling to the consumer at forty cents a package. The sales campaign, conducted previous to the advertising, lasted three and one-half weeks. The average number of salesmen used was eighteen. At the end of the sales campaign, before a line of advertising was run, 2045 retailers were secured, each was sold an average quantity of 126 pounds, at an average cost per dealer of \$1.26; almost six hundred thousand pounds were sold to both jobbers and retailers, amounting to over twenty thousand dollars. After the first advertisements appeared, approximately 600 more retailers were secured, making a total of 2600 dealers in four weeks. Before the first advertisement appeared, the advertiser had already made a net profit.

This success was possible because THE CHICAGO TRIBUNE has real dealer influence — the result of real reader responsiveness. We are prepared to direct a campaign to win The Chicago Territory for your product.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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